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Linda Brown, Head of Collection Management- Bowling Green State University

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Profiles Encouraged:

Linda Brown

In the beginning: Born in Houghton, Michigan, which is in the scenic and remote Keweenaw Peninsula, at the top of the scenic and remote Upper Peninsula. I know snow. Lived there until venturing with my family to Helsinki, Finland, where my father had a Fulbright research fellowship. Then to New England to attend the University of Massachusetts at Amherst where I earned (but not before spending another year, this time on my own, in Finland when I was a junior) a bachelor's of science degree in outdoor recreation. Moved to Vermont to complete an internship. As part of that I researched and wrote a canoeing guide to the reaches of the Winooski River from Montpelier to Lake Champlain. Stayed in the Green Mountains for the next six years.

First library job: At age 11, earned 50 cents per hour shelving books at the Portage Township Library in my hometown.

Current position: Collection management coordinator at Bowling Green State University Libraries in in balmy northwest Ohio, the furthest south I've ever lived.

Stops along the way: Waited tables during legislative session at the Tavern Motor Inn, the home away from home for Republican legislators. Several clerical and para-professional positions with the Vermont Department of Libraries, including work in the state's audio-visual services unit while working on and completing a Master's in Library Science at Simmons College, Boston. First professional position was as a reference librarian at Colby-Sawyer College in New London, NH. I moved again to upstate New York to take a position as reference librarian and later, head of reference at Hamilton College, Clinton, NY.

Family: Married to David Dupont, itinerant newspaper man and contributor to the jazz and blues magazine, *Cadence*, stirrer of soups, baker of breads, tender of children, and willing trailing spouse. Three children, Erik, 12, and six-year-old twins, Alma-Lynn and Philip.

Pet peeve: Whiners and complainers, be they 6 or 76. I'll cut those younger and older a little slack.

Points of interest: Knowledge of Finnish and love of all things Finnish. (My mother grew up in close knit Finnish community and spoke Finnish as her first tongue.) One of 2 percent of U.S. households without a television. Weaving. Gardening, especially now in a place where tomatoes have a chance of ripening on the vine, not in a box-in-the basement wrapped in newspaper. Cross-country skiing in places with real hills and snow — not usually a place where tomatoes ripen on the vine. Music, mostly listening, but also playing piano, often as duets with husband's trombone, and now elder son's French horn.

Literary tastes: Contemporary narrative fiction. That is, novels with plots and characters you care about, and detective fiction, preferably of the feminist kind, as an escape.

Best advice: The devil's in the details. Take care of the little stuff and the big stuff will take care of itself.

Balancing Information Needs

from page 26

need to count and tabulate periodicals use data on the integrated library system rather than manually. The bound periodicals collection will be barcoded by early 1997 to make this possible.

5. Since the University Libraries is a member of the OhioLINK consortium, we need a mechanism for effectively sharing cancellation and retention information throughout OhioLINK — before cancellations are made, not only after the fact.

6. The results of UnCover pilot indicate that faculty want convenience. 25% of the titles ordered were titles owned by the University Libraries. It was easier for faculty to have the article faxed to their office or department than to go to the library to read or photocopy it. The library might consider adding an on-campus document delivery service to faculty for materials from collections to better meet faculty needs and possibly increase faculty use of local collections. A delivery service also could foster a better working relationship between the library and the teaching faculty.

Future concerns/directions

1. University libraries need strong resource-sharing and consortial agreements as well as speedy, efficient delivery methods. We can't always rely upon the commercial sector to provide document delivery.

2. Libraries need the ability to share periodical holdings and retention priorities among peer institutions. To accomplish this, we need a common database which includes priority status for retention coded into individual institutional records. We also will need to clarify any legal issues this might raise.

3. Librarians need to make electronic access and formats work for us without generating costs that drive us out of business. This should include working with vendors to negotiate pricing and delivery models that meet both vendors' and libraries' needs.

4. As we move to access of electronic journals and other electronic texts, we face not only subscription costs, but major investments in hardware and network connections. The entire university needs the network connectivity and hardware for all to access these electronic resources. This campus-wide network infrastructure is crucial if the university's library is to fulfill its mandate to provide information resources to the university community.

5. There are trade-offs. As we move to consortial access of electronic resources, dollars committed from local budgets to a consortium for access to these resources take away local control. We need to find a balance between the wealth of access that

can be provided through a consortium and the point at which consortial resources cover a broader scope than is necessary to meet local needs.

6. Who holds responsibility for archiving of an electronic journal or other electronic text? How will that archive be accessed?

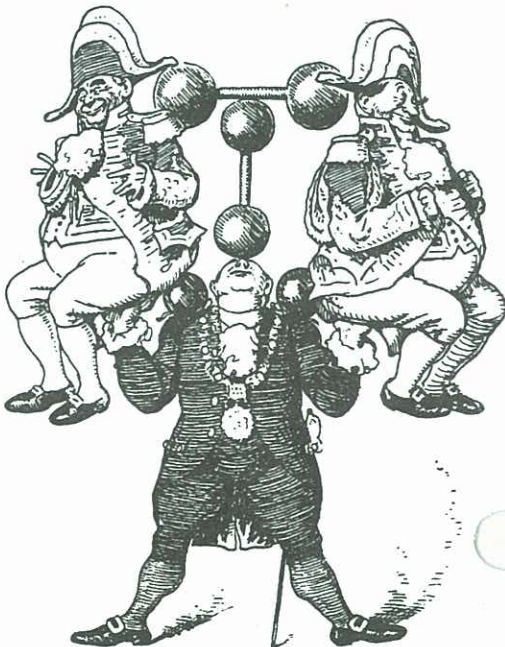
7. Will our print journal collection become a core of journals heavily used by undergraduates, with faculty and their graduate students relying upon alternative means of access to the more specialized titles?

8. Will we see a narrowing of the scope of print journal collections? If a new title is recommended, will we need to consider what similar or equivalent titles are already present, and which title or titles best support the needs of researchers, canceling some to make room for others? Are we moving nationally towards building more homogeneous collections? What will be the degree of overlap five, ten years down the line? For that matter, what is our current degree of overlap?

Conclusion

There may not be a single "right" way to set priorities for serials access and ownership. What's important is that priorities are set and articulated. A library's serials cancellations decisions are wrapped up in university, and sometimes state government, budget and politics. Ultimately, canceling serials is as much or more a public relations mission for the library as it is a collection evaluation and a mechanism for balancing the budget.

NB: This paper was adapted from a presentation at the 1996 Charleston Conference Preconference on "Prioritizing Serials Acquisition."



JSTOR—A Non-Profit Working to Redefine Access to the Scholarly Journal

by Ron Chepesiuk <104551.2330@compuserve.com>



The problems facing libraries struggle to provide quick, easy and cheap access to the scholarly community is well known.

Costs of subscriptions to periodical titles are skyrocketing, while libraries try to find scarce and valuable space to house the scholarly publications that mushroom each year in quantity. In the age of MTV, college and university students — and even faculty — expect access on demand, which puts additional pressures on libraries trying to cope with shrinking staff and budgets.

Some pundits look at the remarkable advances in electronic publishing and predict that this new technology will offer the best way to deal with the serious problems facing libraries. Many libraries, however, have been wary of using the new technology without reservation. Some are even buying subscriptions to both the print and electronic versions of titles, a practice that may satisfy some library users, but also adds to the subscription costs.

What can be done to change the "scholarly journal syndrome"? JSTOR is one organization that has been working hard to find an answer by offering to help li-

braries and the scholarly community take advantage of the advances in information technology. In pursuing this mission, JSTOR (which stands for Journal STorage) says it "has adapted a system-wide perspective, taking into account the conflicting needs of libraries, publishers and scholars."

More specifically, JSTOR's goals include building a reliable and comprehensive archive of important scholarly journal literature, filling the gaps in existing library collections of journal backfiles, fostering the preservation of scholarly publications, substantially increasing access to them, finding ways to reduce the costs of library storage and the care of journal articles, and helping libraries and scholarly associations make the transition to the electronic age.

JSTOR grew out of a modest pilot project sponsored by the Mellon Foundation that had as its goal the providing of electronic access to the backfiles of ten journals in the fields of history and economics. Results show that the initial users were enthusiastic, and it was evident that the con-

cept had great promise. Consequently, JSTOR was established as a non-profit organization in August 1995 and officially launched on January 1, 1997. Although the Mellon Foundation provided the initial funding, JSTOR is now expected to be self-sustaining.

Today, JSTOR operates out of two offices: one in New York City, where the executive director, **Kevin Guthrie**, and three other full-time staff members (the General Council, the Director of Public Relations and two support staff) are located, and another office at the **University of Michigan** at Ann Arbor, where the production, technology and user support activities are centered. The University of Michigan operation is large and includes an archivist, four librarians, two systems programmers as full-time staff and a preservation librarian, catalog librarian and several clerical support staff as part-time. There is also a mirror site at **Princeton**

continued on page 30

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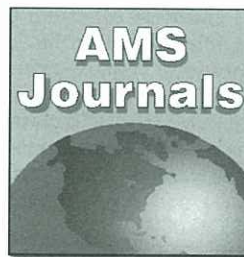
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University, which includes two full-time and one part-time programmers, who are involved with research and development of the JSTOR systems.

JSTOR says it has set prices for access to its database as "close to its costs as possible, while providing assurance of long-term viability." To generate interest, JSTOR offered charter rates to all those institutions that had license agreements with it prior to April 1, 1997. The special offer meant a 25 percent discount of the standard fee and eligibility for other discounts in the future.

When *Against the Grain* asked JSTOR if it would extend its April 1 deadline for its subscribers, **Kristen Garlock**, a JSTOR spokesperson, said, "I'm afraid the April 1 deadline is fixed. We have sent mailings, though, to more than 2,000 libraries, so we hope that many of your readers will be aware of our presence."

In phase one, JSTOR plans to provide complete runs of at least 100 prominent journal titles in ten to fifteen subject areas. As of February 27, 1997, JSTOR had eleven titles available in three subject areas (ecology, economics, and history), including *Ecology*, *The American Economic Review*, *The Journal of Political Economy*, *The American History Review* and *The Journal of American History*. Mathematics, Philosophy and Sociology are the next three subject areas for which additional journals will be available. JSTOR has twenty universities and colleges as participants, including MIT, Harvard, Duke, Columbia, Johns Hopkins, Princeton, Lafayette College and Boston College.

JSTOR is not making available phase one journals on a title-by-title basis, but, instead, is offering different prices for different types of institutions in what it categorizes as large, medium, small, and very small. The classification is based on the 1994 *Carnegie Classification of Institutions of Higher Learning*, which according to JSTOR, "groups American colleges and universities according to their missions, and thus offers an opportunity to vary pricing based on the degree to which an institution regards research as a full-time aim." So a medium institution for the purposes of JSTOR's classification is an institution with an enrollment of less than 7,500, awarded doctoral degrees of less than 100, and has a serials budget of less than \$750,000.

For more information, contact: JSTOR User and Production Services, 300 Hatcher North, University of Michigan, Ann Arbor, MI 48109-1205, Ph. 313-764-1314 (user services), 313-936-2363 (general), Fax: 313-647-6897, Email: jstor-info@umich.edu, Web site: <http://www.jstor/>

JSTOR has two types of fees: a one-time "database development fee," which allows a participant permanent access rights to the information provided in phase one, and an "annual access fee," which is intended to cover recurring costs of completing and maintaining the archives. Database development fees range from \$40,000 (large), \$30,000 (medium), \$20,000 (small), and \$10,000 (very small) and the annual access fees from \$5,000 (large), \$4,000 (medium), \$3,000 (small) and \$2,000 (very small).

While JSTOR is focusing on making access available to institutions, it does hope eventually to offer individual subscriptions. "We do plan to offer individual subscriptions to independent researchers," Garlock said. "We hope to be able to offer more details about the subscriptions later this year. 'There is much to learn before we take that first step. First authenticating individual users is a complicated technical problem that we are working on, but for which we do not yet have a solution. Second, we have not yet established the business pricing models that would be viable and fair to all parties. We hope that by mid 1997 we will know more about individual authentication and might be able to begin assessing pricing models at that point.'"

JSTOR emphasizes that it is not involved in publishing current issues of journals, but rather acts as what it describes as a "trusted archive." "Current issues represent publishers main, if not only revenue stream, and it is not the purpose of JSTOR to put that revenue at risk," JSTOR explains in its program statement. "We believe it is possible to work with publishers in a complimentary way that will be to everyone's benefit." JSTOR, however, hopes to establish what it calls "technological linkages" that will "make it possible for users to search seamlessly for the current issue right back through to the last issue in the JSTOR archive."

JSTOR's conversion of the backfiles of scholarly publications is taking place at three sites and begins at the main office in New York City, moves to the **Harlan Hatcher Graduate Library** at the University of Michigan and ends at the **Offshore Keyboarding Corporation** (a division of **Digital Imaging Technologies**) at Bridgetown, the Barbados. The New York office works with journal publishers to obtain a non-exclusive license that will allow JSTOR to convert and make available titles in digital format. At the University of Michigan, journal titles are inventoried and indexed before they are sent to Offshore Keyboarding Corporation for scanning at 600 dpi resolution and where a table of contents file is keyed for each article in the journal run.


The final stage of the production takes place again at the University of Michigan where staff load files from CD-ROM to JSTOR file servers. Once all these steps

are completed, JSTOR announces the availability of the titles to participants.

Although JSTOR stores data in both image and text-based form, it has decided, for practical purposes, to provide only images. Noting that there has been considerable debate about which form should be used, JSTOR, after careful study, decided to go with the image-based database. It has several reasons for doing so. Specifically, the non-text material in scholarly publications cannot be displayed with 100 percent accuracy using text-based methods currently available to standard Web browsers and, according to JSTOR, an image-based approach ensures "the integrity of materials in the database, while also retaining the 'appearance' of the journal in its original presentation, which is important for many people."

JSTOR's licensing terms include many features that will appeal to libraries. For example, it interprets the term "authorized user" liberally to include anyone working in the library. Access, moreover, is available to users when they are outside the library and in, for example, their dorm room or office. Although JSTOR database content is intended for the non-commercial use of authorized users, the non-profit status permits users to print out one electronic copy of scientific articles in the storage base. In addition, participants may use materials printed from the database for interlibrary loan purposes for two years. Licensees with problems can contact JSTOR's support services by phone, fax or email, Monday through Friday, during regular business hours.

JSTOR's hardware and software requirements are as follows: MAC, PC or UNIX workstations with LAN connection and TCP/IP installed; direct parallel or LAN-attached Postscript printers. For best performance, JSTOR suggests an 800x 600 (17") monitor and Netscape Internet Software as the browser, and Postscript level 2 printers and Internet connectivity of at least 1.5 mbits/sec (T1 line).

Garlock summarized JSTOR's future plans for *Against the Grain* — "Phase one covers a three-year period that began in January 1, 1996. In Phase I, we are offering access only to the collection as a whole, but in Phase II, we will offer the option of selecting special clusters of journals. We hope that libraries and the scholarly community benefit from our endeavors and appreciate any feedback." 

Contributing Editor Ron Chapesiuk is professor on the faculty of Winthrop University and serves the library profession in numerous capacities. Among others, he is EDITOR-IN-CHIEF of INTERNATIONAL LEADS, the international arm of ALA, and contributing editor to AMERICAN LIBRARIES, REFERENCE BOOKS BULLETIN, and INTERNATIONAL LIBRARY TIMES.

A Conversation with Kevin Guthrie

Executive Director, JSTOR

by Katina Strauch, Head, Collection Development, College of Charleston Libraries

Recently yours truly was evaluating JSTOR as an expenditure for the College of Charleston Libraries. Kevin Guthrie was kind enough to spend a lot of time on the telephone with me. I thought that you ATG readers would benefit from a partial reconstruction of that conversation. Here it is. — KS

KS: How are the journals selected for inclusion in JSTOR? As I understand it, you have only selected 50 of the 100 titles to data.

KG: At this time, we have signed agreements with publishers to include 52 journals in JSTOR's first phase. We have conversations underway with other publishers, but those haven't been concluded yet. As we fill out the list of titles, we will continue to welcome the input of librarians and scholars in making these selections. To date, journals have been selected using the following criteria: a) surveys of academics in the particular field; b) journals with at least 1,000 institutional subscribers; c) committees of scholars and librarians working in concert with JSTOR personnel; d) ISI citation impact information; along with a variety of other qualitative factors.

KS: At the present time, I don't see any science journals included. Will they be included in JSTOR II or in the second half of Phase I?

KG: In JSTOR Phase I, we hope to include the most important research journals in 10-15 fields of study, primarily in the social sciences and the humanities. We have not chosen to *exclude* the sciences, it's just that we felt that social sciences and humanities would benefit greatly

from what we are trying to do. We do not think that the appeal of JSTOR is limited to particular fields and we hope someday that science journals will also find it worthwhile to participate in the project.

After Phase I, JSTOR will offer journals and journal clusters to libraries in a wider variety of ways. Libraries will be able to pick and choose from among the selections those titles that are most relevant and valuable for their users.

KS: Do you have a number of journals that you expect to be in the entire JSTOR database eventually?

KG: Well, that's a very difficult question to answer; there are so many journals out there! I guess my brief answer would be that we will continue to add titles as long as it seems beneficial to the scholarly community for us to do so.

KS: How will a library like the College of Charleston be able to influence the decision of the journals which JSTOR will include? We are especially interested in JSTOR's relevance to undergraduates.

KG: It will be difficult for an individual library to influence the titles in the database; we now have quite a few libraries participating. But we do want library input, and we are working on developing mechanisms for JSTOR participating libraries to provide that for us. As for the database's usefulness to undergraduates, I think we will see increasing use of the material in these journals because they will be far more convenient to use. Undergraduates tend to use what they can get fast and easily. We have all probably heard the story of the undergraduate who, when he couldn't find articles online about his paper topic, decided he had to change the topic! Anyway, there is some evidence that our test sites saw more use of these materials by undergraduates than they expected. And faculty at those institutions definitely value it.

It is important to remember, though, that we are focused on core research journals. If our objectives do not fit your constituency, it is probably better for you to wait until we offer titles that are a better fit. This is a fundamental question that each library will have to consider.

KS: Access to the journals loaded in JSTOR is a problem in the Web environment. Do you have any plans to make the contents available through abstracting and indexing services?

KG: We recognize that there are going to be a myriad of ways that people will want to "get to" the journal articles, and we encourage that. For example, we have had libraries request stable addresses for the journal titles so that they can point directly to the title from a library catalog system. We also understand that students and researchers use a variety of abstracting and indexing services to access information and we are working on making this possible. Accomplishing this is somewhat more complicated both in terms of the technology involved and the business relationships that should operate. But it is something we are working on.

KS: How about printing and display of pages? Is it realistic to view and print pages on less than a 17" monitor? Most of us don't have access to this type of equipment yet.

KG: There are standard default selections that are part of the JSTOR system, but users can use a feature we call "set options" to customize some aspects of the environment for their machine. For example, if you have a smaller monitor, you might want the pages to display in a smaller size so you don't have to scroll from left-to-right when you read the page. We offer a variety of page sizes ranging from very small to large that can be selected by the user.

Where possible, we have designed JSTOR to work well on standard equipment. When that is not possible, we try to give users more control over how they want things to appear.

In the case of printing, we rely on a printer helper application to allow the user to print articles from a variety of computer platforms to a variety of printers. Users can choose whether they want to print at higher resolution (600 dpi) or lower resolution (150 dpi) which is a smaller file and will therefore download faster. 🐉

NB: For another discussion of this project, see *Library Journal*, February 1, 1997, pp. 42-44. — KS



Op—Ed — Opinions and Editorials

3 Takes on the Future of the Book...

by **Julia Gelfand** (U. of California, Irvine) <jgelfand@sun1.lib.uci.edu>

Several publications were issued in recent months that assessed and predicted what is happening with the book, the monograph, the scholarly item libraries acquire and retain anticipating what kind of readership will be attracted to it and hope that it will sustain generations of readers to come. These publications all had different takes on what is happening and why so many changes in the publishing industry are forcing such a significant discussion on the future of the book. We all know and recognize too well that the high prices of serials and new technologies have forced libraries to seriously review all their acquisitions very carefully in order to accommodate the wide variety of materials necessary to support their instruction and research collections for the short and long term. Different strategies were employed to stretch finances for the greatest buying power; many libraries conducted major serial cancellation projects; consortia were formed to better share resources; and fewer books were bought. Libraries continue to participate in organized interlibrary borrowing and lending programs with partners and the worldwide community identified through the bibliographic utilities of which they are members. We also entertain how changes in academe dictate to some degree publishing trends among the scholarly community. The publish or perish syndrome, however vital its practice, is being examined and the academic enterprise is gradually changing how faculty members are reviewed. Many institutions are reviewing their academic programs as well, and new degree and research programs replace existing ones and the information needs of the campus change. The increase in collaboration among academic colleagues and the emergence of new and specialized multidisciplinary introduces and forces new publishing markets.

Geoffrey Nunberg edited *The Future of the Book* (University of California Press, 1996) with papers presented at a conference held in Summer 1994 and his own chapter in that volume, "Farewell to the Information Age," discusses the challenges of electronic publishing. He writes, "For the present it's enough to observe that there is nothing in the economics of publishing as a whole or the body of practice surrounding the use of the printed book that militates for its disappearance, even over the long term. And while it is certain that many forms and genres will migrate

in part or in whole to an electronic mode of existence over the coming years, there are numerous other printed genres that stand to benefit from the new technologies, whether in the form of electronic text preparation, demand printing, Web advertising, or what may be most important, the computerized inventory systems that have made possible new types of retail distribution that have vastly extended general public access to texts over the past five years in ways that are arguably more significant than the effects of electronic media. There will be a digital revolution, but the printed book will be an important participant in it." (p. 104). The remainder of this chapter addresses the philology of information, the phenomenology of information, the properties of information, the future of information, information on the Web, and after information. We are reminded how critical the Web has become for exchange of information, commerce, communication and publishing.

Other chapters in this volume are equally provocative and interesting reading. Many contributors are well known academics and writers spanning different disciplines and who have been active in discussions about electronic publishing and scholarly communication. This conference for which the papers were prepared took place in Italy emphasizing the concept of a global electronic community where there was lots of interaction among participants. The international threads here are excellent because each and every issue is a global one and the implications about the future of the book strike scholars everywhere. Familiar scholars with chapters in this book include **Carl Hess**, **Reggae Derby**, **Patrick Basin**, **George Landau**, **James O'Donnell**, **Michael Joyce**, **Umberto Eco** and others. Each wonders in what context hypertext will be the language of the future. The issues are endless and the ideas gleaned from reading this volume encourage lots of discourse for all interested parties.

Daedalus devoted their Fall 1996 (volume #125, #4) issue to *Books, Bricks and Bytes* and 19 articles celebrate the centennial of the **New York Public Library**. Not only is the library the central focus of this issue, but there contains good background on how technology has changed the library from a print only environment to a very sophisticated electronic experience. The preface states, "It is not at all surprising that the digital library, with all



that it portends for the future of the book and the periodical, but also with all that it implies for the kinds of information that will be collected, for the problems of copyright, access and costs that will necessarily preoccupy those responsible for the libraries of the 21st century, should figure conspicuously in this *Daedalus* issue." (p. v).

The papers were contributed by movers and shakers in the library profession and reflect the full spectrum of library environments from the Library of Congress, public libraries, academic, research and national libraries abroad, in Britain, South Africa, France, Russia, Germany, and emphasize the relationships that librarians and readers have with the changing contents of libraries and how they are used. **Peter Lyman** opens the volume by exploring what is a digital library and it is almost like respondents offer insight into the clarity of related issues with many practical examples. Chapters by **James Billington**, the Librarian of Congress describe what the LC will be like when it celebrates its 200th anniversary in 2000 and how online its holdings will be; **Ann Okerson** who tackles the option of buying or leasing information and introduces the range of licenses available from different publishing outfits for different types of access; **Peter Young** challenges readers to think broadly about what the profession of librarianship currently includes and what the new technologies offer for enhanced communication, interaction of large numbers of people and stimulating the political process. This he describes as "postmodern librarianship." Readers who currently participate in this dynamic era of great change in libraries, are likely to be bored with this volume, but the broader community of readers will find it to con-

continued on page 34

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Op-Ed from page 32

tain good history, and trend-setting of where libraries have been and what directions they are taking.

Gordon Graham has created a single theme issue of *LOGOS* (volume #7, #1, 1996) on the "Book in the United States Today". This ambitious collection of 20 papers by many leaders in the library and publishing industries and edited by **Richard Abel** covers reflections on the range of American publishing today. We learn about religious publishing, juvenile literature, textbooks, online and Internet products used in schools and by end users, the paperback era, distribution and sale of books to libraries and bookstores, the role of the book club, what distinguishes reference and medical publishing from other types, the specifics of scholarly publishing and we get an overview of electronic publishing with special focus on journals and serials and the changes in libraries to accommodate new formats and technologies. This is a wonderful read — a compendium of contributions by the leaders of this generation involved in publishing and making books available to readers in schools, libraries of all kinds, and the bookstore. In the postscript, Graham alludes to all that is missing from this volume — yes, no paper is included about the author, editor, translator, designer or illustrator; but still it captures a very sentimental spirit as it recaps how the book and journal got

to be where they are today. With so many changes in how we create information, channel it, distribute it, sell it, preserve it, manipulate it, this volume reminds us of all the steps we as librarians and publishers have taken independently and together to work in this new electronic arena and it is our collective wisdom and ideas that keep us busy and active.


These three works are all different but they weave very common themes and address many similar concerns and issues. Each predicts a very strong future for the book and publishing but cautions that institutions and readers alike will continue to develop a new mindset as we come to depend on information in different formats and release many more electronic products and watch the World Wide Web continue to develop. As Graham eloquently concludes, "...it became clear to me that the book and the non-book would cohabit. The author remained crucial; the publisher was still useful; and the library was still necessary. And now booksellers are seating their customers in front of terminals." Everyone interested in books, publishing, libraries and the acquisition and preservation of materials, will find each of these books good choices to read. We now look forward to the Autumn 1997 conference to be convened by the **Association of Research Libraries** and the **Association of American University Presses** to continue the dialog on the **Future of the Book**. 

Money Talks from page 20

liaisons to the various departments. The next step is to convey the results with the department representatives and faculty. We will be sending a letter to the appropriate administrators describing the need for additional funds for selected new journals and the relatively small increase in allocation to the Library this would entail. The results of the survey allow us to better demonstrate the extent of the need for additional journals that would be used.

Longer-range plans include using the survey information (along with other data) to formulate a more formal policy for periodical collection development. We expect to expand the survey to other groups. We have already given the survey to new faculty starting September 1996 and approximately a quarter have responded to date. We would also like to survey graduate students. We also plan to ask faculty to update their list of "read" journals on a regular basis; part of this activity will involve trying to determine a method that is easy and does not consume much time, both on the part of the faculty member

completing it and on our part in tabulating the results and updating the database.

Along with the usage data we collected from the survey we would like to integrate data on pricing, holdings, format, citation analyses, indexing, circulation, and so on in a database that can be manipulated in any number of ways to help provide information to make informed choices about subscriptions, document delivery or other means of access. This would help us achieve one of our original (and loftiest) goals: the creation of what we like to call "the world's largest serials management database." We hope we can complete this before the year 3000. 

NB: This paper was adapted from a paper presented at the 1996 Charleston Conference.



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Interview with Jim Ulsamer

President, Baker & Taylor Books

by Bruce Strauch (Publisher, *Against the Grain*)

The recent False Claims Act suit brought against Baker & Taylor and joined by the Department of Justice led us to phone Jim Ulsamer several weeks ago. We had the conversation reproduced below. — BS

ATG: What is the basis of this lawsuit? When did B&T first learn about it? What is going on?

JU: Basically this is a whistleblower suit alleging that we overcharged libraries for books based on a stated discount off a publisher's list price. Our position is that all discounts given customers were consistent with what we agreed to give them.

We have been providing documents and files to the government for a period of 18 months, but there was no lawsuit filed until just recently. Of course, we tried to figure out what was going on in that previous time period, though we were not given any specific information about claims or charges that were leveled against us.

Until January 31 — when a suit was filed against us by two individuals under a whistleblower statute — the complaint was “under seal” — in limbo and not open to the public. I think that it is important for you to understand the context of this claim. Under this whistleblower statute, if any damages are assessed, these individuals get a cut on it. Typically, this type of “bounty hunter” action is supposed to be acted upon by the government in a sixty-day period. As I said, this has been going on for considerably longer. The government kept asking the Court for extensions.

What happened finally is that the judge ordered the complaint unsealed even though the government had asked for more time again. The judge actually admonished the Justice Department for doing this one-sided discovery for so long and leaving B&T in the dark. If there had been more of an exchange during this period, we might have been able to get this resolved. But, since this didn't happen, when the judge ordered the complaint unsealed, the government either had to join in the suit or not. And they had already invested 17 months in it.

ATG: Who are the individuals who started this whole thing? What happened? There was an audit in Richmond, Virginia?

JU: Yes. These allegations appear to grow out of an audit done in Richmond back around the end of 1992. The City Library took books that they bought from B&T and asked for pricing quotes from other vendors. They picked some number of books and got price comparisons from another vendor. Then they took the 100 books that B&T gave a low (short) discount on and showed that some of the other vendors would have sold them cheaper. B&T was more interested in keeping the customer so we issued a credit in that case. Let me make it clear, though, that the audit wasn't done against the contract with B&T, it was done against the price quotes received from other vendors. Books were not supplied by the other vendor, only price quotes. Overall, there was no pattern of overcharging found by the

City of Richmond audit. But we wanted to preserve our relationship with the customer and, so, we issued a credit.

ATG: What have you done to prove your case to the Department of Justice? What sorts of documents were provided?

JU: The government did “discovery” (the legal kind) on their side. We were asked to deliver documents about business practices, personnel, that

kind of thing. We delivered the information, but we were not told what kind of charges were leveled against us until the complaint was unsealed just a few weeks ago.

So, for us, the process is just getting started right now. We will go through our own period of discovery and the government has to prove its case.

ATG: How is the marketplace reacting? I understand that the Michigan librarians network has been asking for help in looking at their B&T invoices so they can perhaps join suit with the Michigan attorney general.

JU: At ALA, some people came up to me and said: “this is lousy timing, your having to be here just after this news broke.” But our reaction was just the reverse. We were happy that ALA took place right after this. We could see our customers and talk to them. And, by an overwhelming majority, customers came up to us and expressed support of B&T. They commented on our good service and excellent pricing. I am aware of some of the activity on listservs. I welcome it. If libraries want to check their invoices against their agreement with B&T that is fine. We are not trying to hide anything from our customers.

ATG: What's the publisher reaction? I was reading in *PW* (2/10/97) about the small publisher who said that he gave you a trade discount of 40% but you just gave libraries a 5% discount.

JU: There was a misunderstanding about selling terms and the issue with that publisher has been resolved amicably. On the whole, publishers, too, have been very supportive. I have met with many of them in the past few weeks. Publishers understand government investigations — many of them were involved in FTC investigations that went on for years — and they understand how these things can happen. They have been very supportive.

ATG: What do you think will be the impact of this kind of thing on other vendors?

JU: I don't know. Overall, the marketplace is extremely competitive, and we are all out there trying to compete every day for our customers' business. The

continued on page 39



Interview with Joseph Andrews

Head of Collection Development and Acquisitions,
U. of Central Florida Libraries, Orlando, FL (Mouseland)

by Katina Strauch (Editor, *Against the Grain*)

Y'all. I met Joseph Andrews at VCU when I visited there many, many years ago. He is "laid back," like he describes himself, but he is also a thinker. Read this interview. It is really good. — KS

ATG: Hi. Tell me — where did you come from and how long have you been here in Florida?

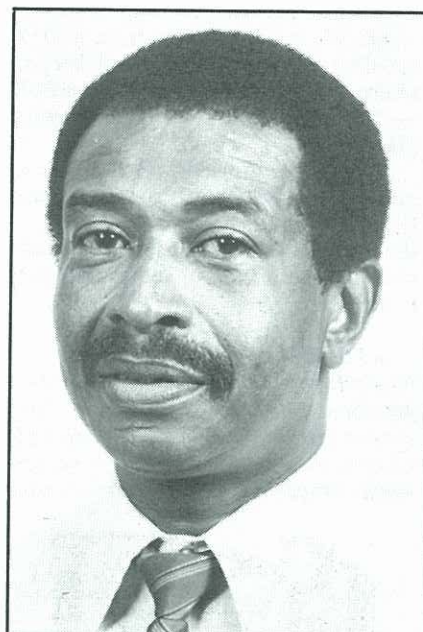
JA: I was born in Rocky Mount, North Carolina, but I've never worked in N.C. I've been here since January 4, 1988. That's nine years! I came from VCU where I had various positions between 1979 and 1987. These positions included: Reference Librarian, Acting Head of Reference, and Head of Circulation Services in both the academic and medical libraries. I didn't start as a collection development person. I was a reference librarian and then in 1981 I was made acting head of reference. But I am happy in acquisitions and collection development these days. I am glad that I made the change.

ATG: Where did you go to library school?

JA: First let me tell you why I went to library school. I was a piano major in the Music Department and everybody was playing circles around me. I was not that good. My mother had a friend who was a school librarian and suggested I become a school librarian. So, after graduating from North Carolina Central University in 1970, I was certified by the state to be either a music teacher or a librarian. I returned to NCCU library school in September 1970 and graduated in August, 1971. The library school was not accredited until 1975. In 1983, I returned there to convert my unaccredited degree to an accredited one.

ATG: Then what did you do?

JA: My training is very interesting. When I finished library school in 1971, I got a job at St. Paul's College in Lawrenceville, Va. It is a historically black institution. Then I lucked out and got a scholarship from the Henry Luce Foundation and got to go to St. John's College in Santa Fe, New Mexico, during the summers of 1972-1975. The Santa Fe campus is the West campus of St. John's col-



lege in Annapolis, Maryland, where the program is centered around the Great Books. It was an interesting experience. It's like getting a Master's to read, participate in seminar discussions, and do all those early scientific experiments. It was hard as hell, too. It stretches you. The approach is so different. It humbles you. You become less self-centered and learn that it's acceptable to say, "I don't know."

I also went to the library administrators' development program at the Univ. of Maryland Library School for two weeks during May 1975 before returning to Santa Fe where I earned an MA in Liberal Education. I've been lucky by default that things that I have been doing have led to other jobs.

ATG: Tell us about your current job?

JA: I came here as a reference person and was selected as the Head of Collection Development and Acquisitions when my director was looking for internal candidates. In this position, I coordinate all the university's collection development activities and prepare accreditation reports. I should say I assist in these duties. I have 17 librarians who have collection development responsibilities assigned to a particular department. Paraprofessionals do all the ordering. We are using Innopacq for only acquisitions and serials control.

We have used Innopacq since 1983. The other system which we use (in the overall library) is NOTIS.

Special collections and archives is also a part of this department, but there is a librarian who is responsible for this area and a paraprofessional under his supervision. Our special collections consists primarily of The William J. Bryant Collection. The Bryant Foundation supports the collection and annual lectures about Caribbean culture on campus. One of the paintings appeared on the cover of the November 1992 issue of ACRL's *College and Research Libraries News*. The 1992 issue was also selected to appear on the ACRL 1996/97 Calendar. I invite you to view The Bryant West Indies Collection at our Web site <<http://www.oir.ucf.edu/bryant/>>

ATG: What's your budget this year? Has it increased?

JA: This year we have 3.3 million dollars for materials. Our budget has gone up significantly the last few years. The state of Florida has a specific fund for libraries and a formula to fund universities based on enrollment so our increase is based on enrollment growth. In 91/92 we had \$2 million.

About half of our budget goes to serials. We have a separate serials department which spends about \$1.5 million. The acquisitions unit purchases everything that's not a serial which includes many monographic continuations. A lot of reference materials are handled in this way.

ATG: Are you adding new serials?

JA: Selectively. We add new titles based on faculty requests and, in addition, we look at ILL requests. We canceled a lot of serials several years ago, and we are providing free journal articles to students, faculty and staff through Interlibrary Loan.

We have EBSCOhost. We also brought up CARL UnCover in January. We are using the LSU Model.

ATG: How do you select CDs and laser discs?

JA: We buy CDs and some CD-ROMs. For the most part, they are purchased to support the music program. The

continued on page 38

Andrews Interview
from page 37

music department wants CDs and laser discs, and sometimes the theater department and faculty in the film program also select both CDs and laser discs.

ATG: *How big an institution is Central Florida? How many students?*

JA: Our number of faculty and staff is in the thousands. We have about 28,000 students. **The Univ. of Central Florida** started in 1963 and is part of the state University System of Florida. We graduated our first class in 1970 and were originally called the Florida Technological Institute. The University is divided into 5 colleges — arts and sciences, business administration, engineering, public affairs, and education. We were recently classified as a Carnegie doctoral granting institution.

ATG: *What does that mean?*

JA: We are striving to become a major research institution because this is the highest honor/classification. *The Chronicle of Higher Education* lists these institutions. In the past, we were not classified as a doctoral institution. Our goal, though, is to have at least 50 PhD's a year. You can visit our homepage at <http://www.ucf.edu>

ATG: *So — what are you buying?*

JA: Everything. We allocate monies to the 42 departments to purchase materials. Each department has a faculty member as a representative to look at the approval plan and make selections. Whatever they want, they get. There is no ceiling on prices. With the approval plan, if an item is over \$150, it comes as a slip. But if the department wants something and they have the money, the item is bought. Recently, for example Physical Therapy wanted to get the **ADAM CD** and put it on a LAN. Since they had the money, there was no problem.

We also allocate money for librarians to spend based on circulation stats and librarians can buy whatever they want to buy. We do this to create a balance. Frequently faculty know what they need and want, but not what students are requesting. For example, art had \$3,000 for the department to spend and \$3,500 that the librarians selected for art. On approval, we got about \$24,000 last year. In total, we spent over \$31,000 on art materials.

ATG: *Tell us more about your approval plan.*

JA: We only have one. We use **Baker & Taylor**, but we also support programs

on area campuses. The state of Florida mandates that anybody who graduates from a community college in Florida (AA degree) is automatically admitted to a 4-year college. So in Brevard and Volusia counties, where students can get an AA, and can also get a BA and masters there, we have approval plans for those campuses.

We get approval plan shipments every week. We take them down on a Friday and then we look at what we will keep and return. Last year we spent over \$600,000 — 500 titles a week — on the approval plan.

We have a preview room for the approval plan. Books are sorted by broad LC class when they come in. Faculty and librarians have a week to look at the materials and put a keep or return flag in the books.

ATG: *That's exactly what we do at the College of Charleston. Except we only get about 140 books a week even though we just recently increased approval plan monies. And we don't have a separate room. Maybe in the new library which*



will be built in 1998 hopefully. Tell us, what was your return rate last year? And do faculty come and look at the books? We figure we only get 5-10% of the faculty coming in.

JA: Our return rate last time we looked at it was 10-15%. Truthfully not many faculty come in to look at the books. Some dedicated faculty members come in. Librarians, however, come up every week and take a look at those things. Of course the fact that I contribute to their evaluations might be a partial incentive.

ATG: *What's the scope of your approval plan and how often do you review the profile?*

JA: We have reviewed the whole profile twice since 1989. The most recent was three years ago, in the 1994/95 school year. Faculty representatives came over to the library to review the profile and made changes where they thought it appropriate.

B&T's academic division which was formed to increase their market share is

quite good. **Dana Alessi** is fabulous. We are pleased with them and we are getting a good discount. We are in the process of renegotiating a larger discount as we speak.

ATG: *Okay. You are buying software as you said above. What are you doing for the hardware to support it? We are very nervous about this at my library. How about an electronic materials collection development policy? Do you have one? I am sure that Tony Ferguson (who runs electronic collection development policy workshops at the Charleston Conference) is listening ...*

JA: We worry, but we don't worry. We have a significant equipment budget. Right now, the library is getting what we need.

The **Florida Center for Library Automation** also purchases equipment for the Library. We haven't written an electronic collection development policy yet. Our initial collection development policy was done for every department and includes all formats. The intellectual content is what's important, not the format. Yes, I attended Tony's preconference and I have been to the Web pages at the Univ. of California Berkeley on electronic collection development policies, but we just aren't there yet.

ATG: *Tell us about the Florida Center for Library Automation.*

JA: The state gives the Center money for joint purchases and automation — we haven't run out of space yet. The directors of all the libraries in Florida jointly decide what we want to purchase and then each is assessed x number of dollars for the databases only. The state still funds the people and all the hardware like they have always done. Recently, we were able to upgrade the online catalog using PC-based smart terminals. The state funded that.

ATG: *How did you decide to purchase EBSCOhost? How do you settle on one product over another?*

JA: We invited **EBSCO** to come and give a demo. We also looked at competitive products. It was a new product and we wanted to do something with fulltext and electronic. The university paid for the subscription to **EBSCOhost**, not the library. We are having classes to help students and faculty use the product. They are learning about distance hook ups.

ATG: *How many people work in your department?*

JA: There are 5 paraprofessionals in the acquisitions unit. Special collections

continued on page 39

Andrews Interview from page 38

has 1 professional and 1 paraprofessional. We have a new position (advertised in January) in acquisitions for another paraprofessional. I am the only professional — they do the work! The library is a matrix organization — all department heads report directly to the director.

ATG: You are hiring a new director. How's that going?

JA: We interviewed 5 people and brought 2 people back in. The decision is about to be made, I believe.

ATG: What are your issues for the future?

JA: Ah, my personal concerns for the future for libraryland. We are doing what everybody else is doing. The director sent me to the ARL Resource Management Institute, the Collection Analysis Institute, the ALCTS Collection Development Institute. We hired a consultant to teach us to write collection policy statements and assessments using the RLG Conspectus for each department. We are very proud that we have done this and are in the mainstream. We have created standard forms to be used for accreditation. I really don't have too many concerns. Of course, we are worried about space — we will need a place to put all of these new resources. And we need more professional librarians. We don't get new faculty lines for librarians. We have increased training responsibilities for Internet training and we

are, frankly, going crazy. Recently, Sprint contributed a learning center where we can do training. Sort of a BI room. The new Sprint lab is all great computers, but the librarians are so spread out and then there's the normal bibliographic instruction that's needed. We don't have enough people to do all the things that need to be done.

ATG: Have you done any outsourcing?

JA: No. The only thing we have done so far is that we outsourced **Brodart** to catalog our Curriculum Materials Center. And we have **Marcive** for the cataloging of government documents. But we are looking to find someone to do **CIS** cataloging and **NTIS** report cataloging. We are not doing away with our catalog department!

ATG: How about reorganization?

JA: We have access services, circulation, serials, reference, cataloging and collection development and acquisitions. The only reorganization we have done is that access services and circulation were split up. Of course now that we are hiring a new director, I don't know what will happen ...

I don't feel threatened by change. When new people come aboard, they usually have new ideas. I will continue to make contributions to the library no matter what. I try to keep up with the field. I am really a very laid back person. I don't have to fill the room with my presence. I am fortunate to have mentors with confidence in my ability.

ATG: Tell us more about Joseph. What's his personal life like?

JA: Let's see. I am not married and I have no dogs or cats. Please don't send me stuff! I have a family which I am very close to. No one lives here in Florida but me, but I have a brother, sister and uncle and nieces and cousins. My sis is in NY, one of my cousins is in Virginia, other cousins are located in Texas, and NY and I have nieces in NY and Michigan. Since I live in Florida, I am never lonely. Plenty of family come down and bring their kids. It's fun for me, too. I get lots of food and beverages out of the deal!

ATG: What you do for fun?

JA: I used to love music. But, basically, I throw myself into reading about business in general. I want to know how to become a more effective leader. I keep up with what's going on in libraryland and am interested in organizational changes, but not to the point of driving me up the wall. I read magazines and newspaper articles that dictate where life is going to be for you and me. After I went to St. John's I realized I didn't have to pretend to be an intellectual, only be myself! 🌿

I have to tell y'all that I LOVE doing these interviews. I can't thank y'all enough for making it possible for me to do them. I learn so much about people and come to know and love them! I certainly did in this one with Joseph. Thank you. — KS

Ulsamer Interview from page 36

dynamics are such that library customers shop around for the best price and the best service. I think that this isn't going to change. B&T will continue to offer the best prices and service that we have built our reputation on.

ATG: Why don't you just sell off of one discount schedule to libraries? You can differentiate it by type of library if necessary.

JU: We would be happy to do that. However, the moment we do that, our experience shows that the library will seek a better offer from our competitors. Libraries seem to prefer competitive pricing to a standard schedule. Competitive pricing allows the library to continue to improve pricing from their distributor.

The discount which we give, obviously, is tied to the type of publisher and the classification of the book. We try to do our best to extend a discount in accor-

dance with our agreement with our customers.

ATG: What kind of books do you give a short discount on?

JU: There are a number of factors leading to how to price a book. Is it a slow-moving book, one which we purchase one or two at a time? Does the publisher require prepayment? Is it non-returnable to the publisher? What is the binding? Paperbacks are low-priced; therefore, our distribution costs are relatively higher. Of course, the price which we are charged by the publisher is another factor.

ATG: What can librarians do to audit their own invoices?

JU: Check *Books in Print* or *TitleSource* for current list price. Take a sample of purchases and compare prices with other vendors. Ask for quotations in advance. You can always ask the vendor if a book is classed correctly for discount purposes.

ATG: How about the Hawaii outsourcing case? That was about pricing as well.

JU: There is no connection whatsoever between that case and this one. The arrangement with Hawaii was for a flat price per book and it was as straightforward as it could be. And the price included selection, acquisition, cataloging, and processing of each book.

ATG: Any parting words?

JU: I have told the press that we believe that the charges are groundless and that we will do whatever it takes to preserve our good reputation. We will not allow these false allegations to affect our business or our relationship with America's libraries. We have a good corporate reputation which we have been building for 169 years. We are pleased that our customers have expressed overwhelming solid support for B&T. 🌿

From the Reference Desk

Reference Reviews

Column Editor: **Tom Gilson** (College of Charleston) <gilson@cofc.edu>

Monographic bibliography is a genre within reference publishing which though rarely in the spotlight, is still significant. Fortunate is the researcher, who finds a complete book devoted to a bibliography dealing with an area of interest, and if that bibliography is selective and annotated, it is like hitting the "research jackpot." A number of publishers continue to produce monographic bibliographies worthy of mention and this issue's column starts by talking about a few recently received volumes.

The two-volume bibliography *Judaica Americana: An Annotated Bibliography of Publications from 1960-1990* (1995, Carlson, 0-926019-7-9, \$150) stands as both a labor of love and a major contribution to the scholarly literature in Jewish studies. This set takes the 58 biannual bibliographies produced by librarian **Nathan Kaganoff** for the **American Jewish Historical Society** (beginning in 1962) and systematically arranges them for convenient access. Using Kaganoff's original scheme of classifying items as either general works or special studies and then subcategorizing under those two broad areas, Carlson Publishing has provided a reference which allows focusing on major areas of interest by merely looking at the table of contents. As with any good reference work, separate indexes by author and subject give access to more specific interests. This affords the curious scholar the option of browsing through major categories or pinpointing specific citations. Books, pamphlets, periodicals as well as individual articles are referenced. Each citation includes necessary publishing information and concise annotations. Full addresses of publishers are given when deemed appropriate. Unfortunately neither the ISBN or ISSN of the cited works are included. But given the overall quality of the set, this is a minor oversight.

Fantasy Literature for Children and Young Adults: An Annotated Bibliography (1995, Bowker, 0-8352-3456-8, \$50) is a source which will be of value to librarians working in the public library children's room as well as in an academic library serving students interested in children's and YA literature. **Ruth Nadelman Lynn's** 4th edition of this reference has been expanded and improved from the 1989 edition to include close to 1,500 more novels and short story collections. *Fantasy Literature for Children and Young Adults* is divided into two parts which serve different purposes. The first part offers annotated citations to 3,148 works of fantasy fiction broken down into ten broad subcategories. In addition to the annotated citations, each

entry gives a grade-level designation, the titles and dates of all sequels and a list of review sources. This listing of review sources adds value to the bibliography in

that it makes it a selective listing. Each book in the annotated bibliography is recommended in at least two of the reviews, and those deemed outstand-

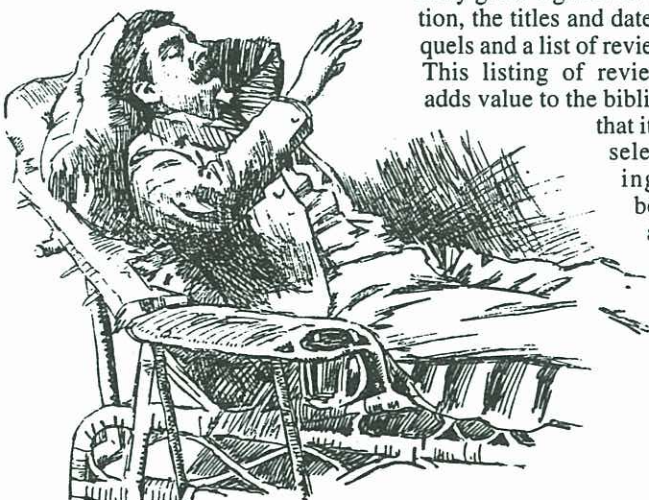
ing are recommended in five or more reviews. The second part of this reference is a research guide which has chapters listing bibliographical and reference sources, critical and historical studies, educational resources and author studies. While all of these research guide chapters are helpful, the "author studies" chapter is the most extensive, listing both books and articles about major writers and their work. An index to authors and illustrators, a title index and a subject index round out the volume. It is easy to see why *Fantasy Literature for Children and Young Adults* is in its fourth edition. This is a useful and significant reference.

Another annotated bibliography in an updated edition is **John Newman's** *Vietnam War Literature: An Annotated Bibliography of Imaginative Works About Americans Fighting in Vietnam*. (1996, Scarecrow, 0-8108-3184-8, \$68). As the title indicates, this work deals with a specific subgenre of popular literature which gains its significance from the era and events it depicts. The impacts of the Vietnam War are still being felt today, and a bibliography of the novels, short stories, poetry and drama produced by the war will be of value to student and scholar, both now and in the future. For this third edition of *Vietnam War Literature*, author Newman enlisted the aid of four contributors so that each of the 1,370 works included in the bibliography could be read and examined individually. The entries contain standard bibliographic information with paperback editions included. Thorough annotations are descriptive with brief critical comments. The arrangement of the book is by genre and then within genre, by date of publication. There is no subject index, but both author and title indexes are provided. While a subject index might not be appropriate, one recommendation for any future edition would be to include some kind of thematic index. Such an index would be helpful in both using the bibliography and for understanding the literature itself. This concern aside, *Vietnam War Literature* would be useful for libraries interested in popular literature and culture as well as the Vietnam War.

Pro-Choice/Pro-Life Issues in the 1990's: An Annotated, Selected Bibliography (1996, Greenwood, 0-313-29355-4, \$59.95) is a sequel updating an earlier bibliography by compilers **Richard Fitzsimmons** and **Joan P. Diana**. Only materials which cover the issue of choice from ethical, legal, moral, social and medical perspectives have been included. Items which discuss specific concerns like contraceptive devices and how-to-methods or deal with peripheral issues like euthanasia are not covered. While the bibliography claims to list non-print formats and specific legal cases citations, these are few and far between. The vast majority of the citations are from magazine and journal articles or books. The mix is eclectic ranging from *MS to Christianity Today* to the *Harvard Women's Law Journal*. Some 1,535 citations are included, each with a short non-evaluative annotation. The arrangement is a straight alphabetical listing by author and thus the bibliography requires no author index. However it makes a strong subject index a must and this one, while satisfactory, could be broken down into more subcategories. There are a number of categories which have fifty or more citation numbers under them and might be better subdivided by more specific category. No title index is provided. Overall, this bibliography does a solid job in covering both the popular and scholarly literature in this area.

Since 1992 Scarecrow Press has published a number of titles in their *Scarecrow Area Bibliographies* series. Three of the more recent titles include *A Bibliography of the Caribbean* by **Marian Goslinga** (1996, 0-8108-3097-3, \$79), *Southern Africa Bibliog-*

continued on page 42



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From the Reference Desk
from page 40

raphy by **Reuben and Naomi Musiker** (1996, 0-8108-3175-9, \$52) and *Bibliography of African Literatures* by **Peter Limb and Jean-Marie Volet** (1996, 0-8108-3144-9, \$55). Naturally the physical appearance of all three of these volumes is similar, but the content, arrangement and specific features vary.

A number of bibliographies relating to the Caribbean have been published over the years and **Marian Goslinga's** *A Bibliography of the Caribbean* is a solid addition to that list. Containing 3,600 citations, this bibliography is the "first comprehensive general bibliography on the region since the publication, in 1977, of Lambros Comitas' *Complete Caribbeana*." However, the use of the word comprehensive must be taken with a grain of salt. This bibliography lists only books; no journal articles, pamphlets, government documents, etc., are cited. It is arranged into three broad categories: Historical Materials, Reference and Source Materials and Contemporary Works. The Historical Materials section is arranged chronologically while the References and Sources section is arranged by publication type. The Contemporary Works section, which is by far the largest, is arranged by subcategory. The table of contents gives a clear idea of the volume's scope and is helpful in locating specific sections quickly. Unfortunately there is no subject index, and while the geographical index used with the table of contents can assist a researcher zero in on topics of interest, they are not a substitute for a good subject index. There are also author and title indexes. Materials in the four major languages spoken in the area (English, Spanish, Dutch and French) are included. Each citation is numbered and the citation format is straightforward and easily understood. As with the other bibliographies in this series, there are no annotations. While Goslinga's work by no means replaces Comitas' (a four-volume set), it certainly can be seen as updating and supplementing it. Anyone doing research on the Caribbean will find *A Bibliography of the Caribbean* useful.

Southern Africa is a region of growing importance on the world stage so **Reuben and Naomi Musiker's** *Southern Africa Bibliography* is a timely addition to the reference literature. Limited to books, this bibliography includes over 4,000 unannotated citations covering publications dating from 1945 through early 1995. Southern Africa, as defined in this bibliography, includes Angola, Botswana, Lesotho, Malawi, Mozambique, Namibia, South Africa, Swaziland, Zambia and Zimbabwe. There is an author index but no subject index. Because the bibliography is divided into separate sections by each country and then subdivided by specific areas of interest, the need for a subject index is somewhat mediated, but only because the table of contents is thorough and alphabetically arranged within each country. One additional feature of this bibliography are the short bibliographic essays provided for each country in the introduction. These essays refer to other bibliographies which relate to the specific country. Researchers will find the sources listed in these essays an additional help in expanding their efforts.

The *Bibliography of African Literatures* helps fill a real need. Finding listings of the actual writings of African authors, not to mention their critical evaluation, can be a challenge and a bibliography which lists over 4,600 possible sources is a plus for reference collections. The basic arrangement is literatures by language, i.e. African language literatures, Arabic literatures, English literatures, French literatures and Portuguese literatures. Within these language literature breakdowns are subdivided the regions and individual countries in which these languages predominate. Each geographic location is then further divided by subcategories like bibliographies, anthologies, general studies and specific authors. As with the other Scarecrow titles mentioned, being familiar with the table of contents and the overall arrangement of the volume is a must for the efficient use of this bibliography. Once again there is no subject index, but in this case the author index along with the table of contents and a

country index helps make up for the shortfall. The country index is helpful in providing the languages of each country. As with the other bibliographies in this series, the citations are numbered and the format understandable. In addition, the introduction provides a mention of useful periodicals and indexes as well as a "brief survey of bibliographic guides to African literatures" which would be of help to both student and scholar. Lastly, there is a separate index to female literary authors acknowledging the growing number and importance of women in African literature. With *Bibliography of African Literatures* authors Limb and Volet provide a good bibliography which conveys the scope and richness of African literature.

This column would not be complete without mention of a few subject encyclopedias. A number of items from Garland Publishing have come across my desk which are worth discussing. *Protest, Power and Change: An Encyclopedia of Nonviolent Action From ACT-UP to Women's Suffrage* edited by **Roger S. Powers and William B. Voge** (1997, 0-8153-0913-9, \$75) documents the use of nonviolence in social protest movements. Events, methods and strategies, leading personalities and organizations as well as overall social movements are treated. The essays are straight forward and factual, ranging from approximately one to seven pages in length and each has a bibliography appropriate to the scope and importance of the topic. There is also a listing of all the contributors along with their credentials and which essays they wrote. The arrangement is alphabetical, but to use the encyclopedia efficiently, reference to the index is necessary. The editors have also included a "Categorical Listing of Entries" to help give the reader a sense of the encyclopedia's scope. In fact, both the index and "Listing of Entries" are essential for use of the book and this is somewhat problematic. In a sense, Powers and Voge are trying to help create a body of knowledge that up to this point has lacked clear definition. On the whole, their topic selection and the categories they use to define them work well. But there are instances where the use of the encyclopedia is cumbersome. There are entire essays on the history of nonviolence in Australia or on politics and protest in France which give solid overviews. However to get a sense of the use of nonviolence in Great Britain there is no overview essay and the reader is referred to twenty-six different pages in the volume for information about nonviolence in Great Britain. A similar problem exists for certain subjects. There are individual articles on the Iranian Revolution and the Iraq Uprising in 1948, but none on the overall relationship of Islam to nonviolence. The reader must refer to twenty-one individual pages to get an idea of that relationship. In future editions, inclusion of more overview type essays or more specific subcategories in the index would be a help to address this concern. These suggestions aside, editors Powers and Voge have provided a worthwhile and helpful volume for any library with an interest in this area.

Just published this February, *Dutch Art: An Encyclopedia* (Garland, 1997, 0-8153-0065-4, \$125) covers this highly popular national art from the middle of the fifteenth century up through the 1990's. When thinking of Dutch art many people think of the individual masters like Rembrandt, Vermeer and Van Gogh. Naturally, they along with many other artists are given individual coverage by editor **Susan Muller** and her contributors. But this encyclopedia also includes essays on the various schools and movements within Dutch art, as well as the concepts and themes which have informed it. In addition, the encyclopedia contains essays which cover specific genres like painting, sculpture, architecture and photography as well as essays on cultural influences like the Protestant Reformation, Dutch rural life and Nationalism. Each entry has its own selected bibliography and interspersed within the text are two sections consisting of 152 black and white photos and one section of sixteen in color depicting individual works of art. A section entitled "A Reader's Guide and Bibliographical Note" provides guidance on how to use the encyclopedia as well as an overview

continued on page 43

From the Reference Desk
from page 42

of the major categories covered with a list of the articles contained within each category. See also references are provided both after individual articles and within the index. As editor Muller points out, the index is useful and necessary "for inquiries about individuals and topics not covered by entries of their own." This is a scholarly work which would also be of interest to the lay reader. My only reservation is the paper binding which may not stand up to heavy use. At this price a more substantial binding would be expected.

Physical anthropology combines the study of human biological variety, evolution, human genetics, paleoanthropology and primatology. The *History of Physical Anthropology: An Encyclopedia*, also just released by Garland (1997, 0-8153-0490-0, \$175) is a two-volume set edited by **Frank Spencer** which covers the historical development of this field. It is a scholarly treatment of a diverse subject which assembles contributions from 169 noted scholars worldwide. Tracing its beginnings as a discipline to Darwin's publication of the *Origin of the Species*, the history of physical anthropology is rich and varied featuring major contributions like Darwin's as well as the pseudosciences like phrenology and hoaxes like the Pildown skull. In this encyclopedia, biographical sketches are combined with articles on major concepts and theories, intellectual developments in specific countries, accounts of primate behavior studies and landmark discoveries to provide a sense of this history. This set is geared to the student and scholar and full use of the encyclopedia requires an awareness of the subject. For the lay person, some of the information will be hard to find. Searching for information on the famous "Lucy" discovery by Donald Johanson in 1974, I could find no direct reference in the subject index. It was searching for Johanson's name in the name index which finally led me to some information in an article on the Afar Triangle, the site in Ethiopia where Lucy was found. One of the real strengths of this reference are the bibliographies, which for a two-volume set are impressive citing primary, secondary, and archival sources. Photos, tables, charts and maps complementing the text are interspersed where appropriate. Overall this is a worthwhile set of obvious scholarly merit which academic libraries with interest in physical anthropology would want. However, more specific entries in the subject index would be helpful for those less familiar with the field.

Any librarian who has worked a business reference desk will welcome Standard and Poor's *Ticker Symbol Book* (McGraw-Hill, 1997, 0-07-052409-2, \$8.95). Investors who want to follow their stocks need to know what the ticker symbols are and this book provides them for the over 10,000 stocks traded on the New York, American and NASDAQ exchanges as well as stocks traded on a smattering of foreign exchanges. It is simple and straightforward to use. There are two sections of the book and both are arranged alphabetically. The first section is arranged by ticker symbol while the second section is arranged by company name. The ticker symbol, company name, and the exchange the stock is traded on are listed for each entry. Convenient and useful are words to describe this reference.

On a final note, there are a couple of one-volume items that those interested in American history might consider. **John A. Garraty** and **Jerome L. Sternstein** have produced a second edition of their *Encyclopedia of American Biography* for HarperCollins. (1996, 0-06-270017-0, \$50) Over one thousand significant Americans are highlighted with some of the sketches being rewritten and ninety-three new people being added since the 1974 edition. As in the first edition, each entry in this new edition consists of two parts, the first which gives the facts of the person's life and the second which discusses his or her importance. The seventh edition of the *Encyclopedia of American History* (HarperCollins, 1996, 0-06-270055-3, \$50) updates the

continued on page 46

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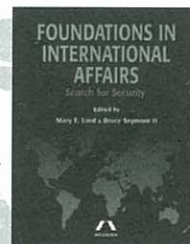
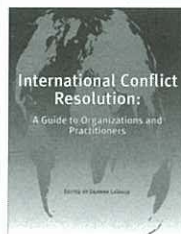
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Book Reviews

Column Editor: **Tom Leonhardt** (U. of Oklahoma Libraries) <tleonhardt@libsys2.lib.uoknor.edu>

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An Italian Education; No Better Place to Grow Up Than Italy: Or, How Italians Become Italian
by Tim Parks. NY: Avon Books, 1995. ISBN: 0380727609

Review by **Ellen Finnie Duranceau**
(MIT Libraries) <efinnie@MIT.EDU>

Stereotypes about people who live in different countries are so pervasive, one barely knows how one came to believe that Germans are well-organized, the English are a bit standoffish, the French are terribly civilized, Americans gregarious and friendly but also loud and pushy, and ... that Italians are sensual, easy-going, and hold family dear. But to what extent *do* a country's citizens reflect a set of national characteristics? And how do such national characteristics become formed in each generation, perpetuating themselves even where television and travel have created a "global village"?

Tim Parks, a British expatriate who has lived in a small village in Italy, near Verona, since 1981, examines such questions in his immensely readable and intriguing "An Italian Education." In this book — which has vast appeal for anyone interested in Italy, or parenting, or acculturation, or in the whole notion of "national characteristics" — Parks writes engagingly and honestly of how his own two children, born to a British father and an Italian mother, become Italian. The influences that make them little Italians, not little Brits or little Americans, are subtle and not-so-subtle, and, in Parks' humorous telling, the reader comes to learn a great deal not only about middle-class Italy, but about the way in which each of us has inevitably acquired the standard traits of the culture in which we were raised.

Parks notes early on, in explaining why he ended up writing not just one but two books about life in Italy (he has also written of Italy in *Italian Neighbors* and is a novelist and translator who has studied at Cambridge University and at Harvard and teaches English at the University of Verona): "...places *are* different. Splendidly so. ... once one has discounted individual traits, class attitudes, generation gaps, and, of course, the myriad manifestations of different personalities, still a substrate of national character does exist. The French *are* French somehow, the Germans are predictably German, the Italians, I was slowly discovering, indisputably Italian."

In *An Italian Education*, Parks recounts tale after tale that convinces the reader completely of this point. Using wry humor and writing as a British citizen on foreign soil, Parks is inevitably compared with **Peter Mayle** (of the hilarious Provence books), but there is more substance and more depth in Parks' book. There is no lack of humor, but within irony lies the insights of an anthropologist — an anthropologist who writes personally and thinks as a father, allowing himself to be immersed in, as well as detached from, his adopted home. Thus Parks is careful to place each of his stories in the context of his thesis: that there is

something essentially Italian about Italians, and there is a discernible method by which it is imparted.

According to Parks, first and foremost (even over the well-ingrained need for physical security in the form of metal doors and automatic gates) is Italy's reverence for children (especially sons) and for mothers. Starting from birth, when hospitals strictly control visiting hours — which are actually "viewing" hours, since the babies are kept behind glass for all but their mothers — Parks shows how the fanaticism and enthusiasm with which Italians greet their newborn children reflects a "desire to worship." The "viewing hours" contrast tellingly with the comparatively casual visits in American or English hospitals, and set the tone for the baby worship to follow. As for the reverence for motherhood, one can empathize with Parks' view that there is no

place more desirable in which to raise children than Italy, when one reads of the serious and sacred status of "mamma." Parks notes, with his usual irony, that "it is one of the curiosities of Italy that even in the heyday of feminism, even in times when the only child is left with his grandparents while Mother is off to work, the mamma mystique has lost none of its attraction and power." This mystique is embedded in the pervasive Catholic imagery of Madonna and child, and, in one Italian publication Parks quotes, mother is (typically) seen as "that person the whole world esteems, whom children seek and love, the Bible celebrates, the saints venerate, churchmen honor, monks do not forget, nuns emulate, the suffering invoke, the poets sing of, writers exalt ..." Reading

from within in a culture that seems to think of mothers as needy individuals who have "made a (poor?) choice" and should live with the consequences without any support from the rest of society, this placing of mothers on a national pedestal certainly has its appeal.

In Parks' family, the preference for mamma is played out endlessly in daily battles over who will help with his homework or tell a story. Parks seems to find the absence of demands created by the peripheral role of the Italian father freeing, and laughs at the excesses of Mother's Day, and when he discovers that the only Italian lullaby he can find with a daddy in it is one in which a child puts her father to sleep.

Parks makes much of the idea that Italy is, in the current middle-class generation, a country of the only child. As Parks relates it, the average Italian looks with horror upon the notion of more than one child, primarily because of the vast amount of time and money involved in raising one according to the standards of the day. As Parks tells it, the typical child is indulged, provided with excessive material goods, coveted, overprotected, and, in general, spoiled, while paradoxically required to live in an immaculate home that is not set up for raucous horseplay. Little Giovanni (for families with boys are particularly likely not to have additional children) is likely to remain safe and clean in his playpen, well away from the expensive furnishings, and then

continued on page 45



Book Reviews
from page 44

will be provided with a car, and later, his first apartment, out of his doting parents' wallets. The prospect of having to provide offspring with their first homes is apparently a stumbling block that prevents more Italians from having additional children. Parks gets a lot of mileage out of the sheer disbelief with which his second — and then third (who has not quite been born by the end of the book) — children's arrivals are greeted. "You're crazy having another ... crazy" says his father-in-law, who has just received a written critique from one of his three children, reminding him that it is his duty to sell his property and pass along the inheritance without making his children wait for his death.

If all this sounds a bit unappealing, Parks manages somehow to revel in such an excess of love and obligation and affection. He is careful to tell the reader he loves Italy. And the reason he does is never so clear as in the contrast between Parks' British upbringing and that of his children. This contrast is clearly defined when Parks describes his family's annual vacation by the sea; same sea, same town, each summer: the tacky but lovable Pescara. Parks recalls his own childhood training, when a vacation meant "holidays of adventure and risk, 'a long trek in the rain or extended visits to museums, tricky climbs on rocks, 'foaming surf, hard shale, precipitous paths ...' holidays in which, characteristically, after a long hike in a downpour, mother would end with a rousing 'well, that was a good trek; what shall we do tomorrow?'" These were, as Parks says, "holidays that made a hero of you ... holidays that made you English."

Meanwhile, Parks and his children revel in the goal-less holidays, so unlike those of his boyhood, that do anything but develop a stiff upper lip. His family holidays make his children Italian (and in so doing, make them ever so slightly alien to him, one senses). In Pescara, there is the sea, and the sun, and the

wonderful food. The food, the sun, the sea. Nothing more, nothing less. There is no notion of adventure, risk, exploration, or excessive activity. Life rolls forward from day to day in a series of identical days: beach in the morning, with careful concern not to overdo the sun, followed by lunch, siesta, and a little biking or beaching in the afternoon.

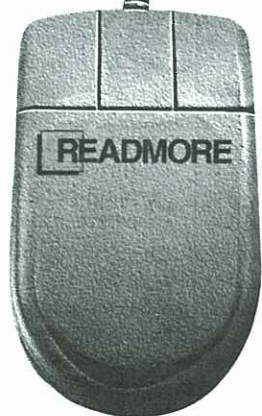
Parks, with his characteristic means of drawing telling parallels, points out that in English, the word "adventure" means a hazardous enterprise or an exciting experience, with "respectable connotations of courage and bravado on the part of he who risks." In vernacular Italian, on the other hand, "avventura" means a brief affair. And indeed, one thing his children learn on holiday is that love affairs and liaisons, the intrigue between the sexes, need not be hidden. Openly, the teenagers neck and cling, making Parks feel no small relief that his children will not be weighed down by the inhibitions that burdened him. His preadolescent children follow the daily drama of a lifeguard and his sexy girlfriend closely. Sex is sold on every poster; in Pescara, sensuality is in the very air they breathe.

Along with an open, generous sensuality, Parks has the novelist's eye for the many occasions on which children are subtly taught other Italian values — such as how to perceive rules. When his son Michele develops a passion for fishing, Parks is led into a world totally unlike England, in which elaborate licensing procedures are the law, but the real rule to learn is how to appropriately ignore the law. On one apocalyptic (and hilariously described) fishing expedition, his son learns that although there are laws — like the one that forbids metal fishing lures — they need not be treated with particular respect.

The Italy that shapes Parks' children is one in which authority is important as an idea and for appearance's sake, but not in the traditional sense as providing a structure to follow automatically. Adults and children, following their example, ignore the speeches at political events, and interpret their religion as it suits

continued on page 46

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Book Reviews
from page 45

them. Laws, such as the need for seatbelts in the back seat, are ignored and often rescinded when a belligerent public refuses to comply.

In a summary such as this one, it may appear that *An Italian Education* is facile — or even condescending — in its introduction to Italian ways, but if Parks is ironic and honest, he is never glib in his comparisons and descriptions. He leads the reader as he was lead, layer by layer, through the various elements of the Italian psyche — religion, motherhood, and family duty — so that we as readers slowly come to see what he came to see: that every day, in so many variant ways, (a trip to the store, the emphasis on food at school, the importance of appearance in the moment rather than long-term follow-through, the importance of attending catechism but not on following the rules oneself) Italian children are being taught to be Italian. Parks laughs at the contradictions but rejoices in the lovable richness of the culture around him.

Parks does not make much, directly, of his own feelings upon seeing his children become different from himself in their values and approach to life. But at many points the clash of his own background and the one in which his children are being reared seems to separate him from his children, and he accepts this with apparent good cheer. (Indeed, even though Parks' wry observations an unsentimental vision may lead a reader to think he doesn't like Italy, he clearly has developed a complex fondness

for his adopted home and feels it is the most civilized place in which to raise children.) On one occasion, his dour British soul leads him to expect his son to fail on his first fishing expedition, but, against all odds, his son catches a bucketful of fish. Parks seems to feel resignation but also a bit of pride that his son will now, inevitably, become another absurdly optimistic Italian, who know everything will come to him, as it should.

I picked up this book because it was sold as something to be enjoyed by fans of **Peter Mayle**, and out of interest in the topic of how a parent feels when his own children are raised in another culture, with the inevitable distancing this must create. I ended it with immense respect for Parks as a cultural observer, a funny and yet astute writer, as a careful thinker, and an open-minded parent who can accept difference with pride good humor. Although I cannot vouch for the accuracy of his impressions of Italy, never having been there or having studied the culture, I cannot imagine any reader who is in any way a cultural observer not enjoying this book; one leaves it with a new understanding and affection for Italy, and perhaps most importantly with a greater appreciation for the social forces that shape us, and with a keener eye for those subtle influences in our own society, which stamp us, for better and for worse, as Americans. In the end, I was enchanted by Parks' Italy, but very happy to live where I do. What more can one ask from a travel book than to acquire new appreciation for another culture, new knowledge and insights, long with renewed appreciation that "there's no place like home"? 🌿

From the Reference Desk
from page 43

last edition published in 1982. The major portion of this work is devoted to two chronologies, a basic chronology by year and a topical chronology by broad subject category. There is also a section of 450 brief biographical sketches and a section on the

structure of the federal government, including listings of the presidents and their cabinet members, a review of party strength in Congress since 1789 as well as a list of all the Supreme Court justices. Of the two of these books, the *Encyclopedia of American History* seems the more extensively updated, but given the dates of the prior editions, libraries might want to consider them both if the budget permits. 🌿

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LEGAL ISSUES

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Cases of Note

Column Editor: Anne F. Jennings

Fair Use

Los Angeles News Service v. KCAL-TV Channel 9, 1997 U.S. App. LEXIS 4295 (March 11, 1997)

In a recent decision, the Ninth Circuit Court of Appeals reversed and remanded a district court summary judgment decision which found in favor of the defendant KCAL-TV and declared that the unauthorized broadcast of the Los Angeles News Service's ("LANS") copyrighted videotape of the Reginald Denny beating during the Los Angeles riots was a fair use by the television station.

This case involves the now familiar (some would say infamous) aerial videotape shot by LANS depicting Mr. Denny being dragged from his truck rig and viciously beaten. The film was broadcast "live" on KCOP-TV, a LANS licensee, and was subsequently seen on videotape broadcast by KCOP as well as many other television stations. KCAL requested a license from LANS and was denied. However, the station obtained a copy from another source which it subsequently broadcast on numerous occasions without permission. LANS then sued KCAL for copyright infringement and, on Motion for Summary Judgment, Judge Richard A. Gadbois of the United States District Court for the Central District of California found that KCAL was exempt from liability on the basis that the videotape was a "unique and newsworthy videotape of significant public interest and concern"; that KCAL used the tape to report the news; and, that LANS failed to demonstrate any lost or potentially lost sales or licenses as a result of KCAL's use. LANS appealed Judge Gadbois' ruling to the Ninth Circuit Court of Appeals which reversed the decision and remanded the case back to the district court for further proceedings on Plaintiff's claim.

LANS argued on appeal that the District Court inappropriately applied the fair

use factors because KCAL's use was "nontransformative, commercial, and improper; it interfered with LANS's ability to control the initial dissemination of the Denny tape; the use was substantial even though KCAL broadcast only 30 seconds of the four minute, 40 second videotape because it was the heart of the work; and it had a serious effect on the potential market for LANS's copyrighted work because KCAL's unauthorized commercial broadcasts competed directly with LANS's authorized licensees."



In turn, KCAL challenged plaintiff's view that its use was nontransformative stating that both the Supreme Court and the Ninth Circuit have recognized news reporting as a productive use (see *Harper & Row*, 471 U.S. at 561; *Los Angeles*

continued on page 48

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Cases of Note from page 47

News Service v. Tullo, 973 F.2d 791, 797 (9th Cir. 1992). KCAL further emphasized that the tape had been previously published and that only a small portion of the total amount of LANS's videotape was broadcast by them. Additionally, as to the diminution of the potential sale, LANS licensed more than a dozen other uses subsequent to the KCAL broadcast. Finally, KCAL asserted that because of the unique newsworthiness of the videotape

itself, the First Amendment reinforces "the conclusion that KCAL's use was fair."

Taking the above into consideration, and as there was no dispute that KCAL did in fact use LANS's copyrighted work without their permission, the Court of Appeals reviewed the issues in relation to the four factors set out in 17 U.S.C. 107 and found as follows:

The purpose and character of the use

The Court conceded that the fact that as KCAL was reporting news when it ran the LANS tape weighed heavily in its favor but, in turn, found the fact that LANS and KCAL are both in the business of gathering and selling news strongly favored LANS. LANS performs a service that its licensees choose not to do for themselves, including operating its own helicopter with news crew aboard. LANS is paid for licensing its coverage of news to the media. KCAL is a for-profit company engaged in a commercial enterprise that also gathers and indirectly "sells" news and, therefore, "stands to profit from exploitation of the copyrighted material without paying the customary price" (*Harper & Row*, 471 U.S. at 562).

The Court also found a "forceful argument that the LANS tape of the Denny beating itself became a news item shortly after it was published because its view was so extraordinary." Had KCAL run the tape as a news story, its use would weigh in its favor. However, there was no evidence that KCAL used the tape in this way. Further, it "did not attribute the tape to LANS, and so far as the record discloses, aired it as if it were KCAL's own rather than, for example, indicating that the best tape of the beating had been made by a LANS helicopter crew." The tape was simply used as part of KCAL's coverage of the riots. And, although KCAL apparently ran its own voice-over, it did not add "anything new or transformative to what made the LANS work valuable — a clear, visual recording of the beating itself."

Unlike the issues in *Campbell v. Acuff-Rose Music, Inc.*, 510 U.S. 569, 114 S.Ct. 1164, nothing in the record suggested that KCAL requested a license "in a good faith effort to avoid this litigation." And unlike the use of the original in 2 Live Crew's parody of "Oh, Pretty Woman," KCAL "obtained a copy of the tape from another station, directly copied the original, superimposed its logo on the LANS footage, and used it for the same purpose for which it would have been used had it been paid for."

The nature of the copyrighted work

The tape of the Denny beating was found to be informational and factual and news; characteristics that strongly favored KCAL. Also favorable to KCAL was the

fact that the tape was published before its use by the defendant (*Harper & Row*, 471 U.S. at 564). Although the tape did demonstrate some creativity as a result of the skills of the LANS cameraman, the Court found this factor weighed substantially in KCAL's favor (see *Tullo*, 973 F.2d at 798).

The amount and substantiality of the portion used in relation to the copyrighted work as whole

While only a small amount of the entire tape was used, the Court found that "it was all that mattered." As determined in *Los Angeles News Service v. Tullo*, "[a]lthough AVRS (Audio Visual Reporting Services) copied only a small part of the raw footage shot by LANS, it was the most valuable part of that footage. In preparing a newscast, a television station selects the most effective and illustrative shots from the raw footage available. Thus the news programs AVRS copied included what LANS's customers thought was the best of the LANS footage — its 'heart.' " This factor weighed against KCAL, for "the fact that a substantial portion of the infringing work was copied verbatim is evidence of the qualitative value of the copied material, both to the originator and to the plagiarist who seeks to profit from marketing someone else's copyrighted expression." (see *Harper & Row*).

The effect of the use upon the potential market for or value of the copyrighted work

While "news" isn't normally thought of as having a secondary market, this case was found not be "traditional" in relation to the fair use statute. The Court stated that "copying a news broadcast may have a stronger claim to fair use than copying a motion picture because the potential market for copies of news broadcasts is not as great as that for copies of movies." (*Tullo*, quoting *Sony*, 464 U.S. at 455). Also, the LANS's tape had been licensed — and published — before KCAL's use, and was licensed after its use. To that extent, this factor also weighed in favor of KCAL. At the same time, KCAL's stated purpose was to use the tape as "news" and it was a potential licensee or consumer of LANS's product. There was also evidence that KCAL's use of the LANS videotape for free and without a license would destroy LANS's original and primary market. KCAL was ready to buy from LANS and when it couldn't it went elsewhere to obtain the product. The Court found that "were this to happen more broadly, it no doubt would adversely affect LANS's creative incentives." In *Campbell*, it was determined that "courts must consider 'whether unrestricted and widespread conduct of the sort engaged in by the defendant ... would result in a substantially

continued on page 52

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The Continuing Evolution of Copyright Law

by John E. Cox, Managing Director, Carfax Publishing Company, Oxford, UK

Please note that British spelling has been retained. — KS

The Application of Copyright and its Importance

There continues to be much debate about the applicability of copyright - and other legal regulation - to electronic publications within the academic community. Some wilder spirits maintain that information should be as free as the air, without any regulation, whether by obscenity, privacy, defamation, intellectual property or any other sort of law.



This was once tried, during the French Revolution. The press and publishing were deregulated in 1789. The result was the collapse of literary publishing, and an explosion in seditious and pornographic material. In 1793 the revolutionary government reversed its policy, and restored order, recognising the rights of the

author as creator and owner of the work and the reader as a consumer.

Copyright is as much an economic issue as a legal issue. The copyright system is intended to encourage creativity by permitting the originators of works to profit from their endeavours. The issue is always how to strike the balance between the rights of creators and those of users.

As universities, learned societies, publishers, librarians and academics debate whether copyright is an appropriate legal structure to build round scholarship and research, laws are being changed at both the national and international level.

Changes to the Berne Convention

1996 saw a flurry of international activity leading to a possible Protocol to the Berne Convention. The sixth session of the Committee of Experts in February led to the call for a Diplomatic Conference in December.

Some items on the agenda have already been agreed, including the protection of copyright in software and in databases, and the duration of copyright in photographs. Items to be settled are concentrated on rights in the electronic environment, and publishers' demands for the right of digital reproduction and transmission. The debate centres on whether this demand can be met by redrafting the existing Convention articles, or by introducing a new substantive right.

Changes in European law

In Europe the duration of copyright has been extended to life plus 70 years. Furthermore, a new exclusive intellectual property right allowing the database owner to forbid or control the extraction or re-use of material taken from a database. This new right is restricted to databases that can be regarded as the intellectual creation of the author, albeit in the selection or arrangement of content matter, and lasts for fifteen years.

Following its July 1995 'Green Paper', in November 1996 the European Commission adopted a Communication on Copyright and Related Rights in the Information Society. The EU

proposes in early 1997 to act on reproduction rights, online communications, legal protection of anti-copying systems, and distribution rights. The aim is to further harmonise European law. The EU proposes to establish new laws in parallel with international developments, especially concerning the Berne Convention. Its general approach is one of concern about the free movement of information, tempered by a high level of intellectual property protection in order not to inhibit creative work and innovation.

The new US approach: in Harmony with the International Community

The same philosophical approach adopted in Europe underlies the US Copyright White Paper and the Bills which are currently before Congress. In general, the Bills are covering the same ground as the European changes. The strategy is to drive owners and users to use licences. The electronic transmission of copyright material is recognised as a transaction falling under the control of the copyright owner. Browsing is not provided for as a fair use right. The existing fair use provisions continue to apply only to printed works.

Copyright in Australia

Even though Australia is a net importer of intellectual prop-

continued on page 52



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Legally Speaking

AALL Model Law Firm Copyright Policy

Column Editor: Anne F. Jennings (Sinkler & Boyd) <sblibrary@charleston.net>

In the fall of 1996, the American Association of Law Libraries Copyright Committee made final the Model Law Firm Copyright Policy, a document which consists of suggested guidelines which would promote law firm compliance with United States copyright law. The finished product is a result of several years of discussion and development among committee members both past and present. Law firms have a long history of using the copy machine to make duplicates of just about anything capable of being reproduced. Law firm libraries are frequently the central location for the dissemination of documents, books, articles and reviews that are often the subject of duplication. The below Model Law Firm Policy, provided with permission from James S. Heller, Chairman of the Copyright Committee and Director of the Law Library at the College of William and Mary, succeeds in defining the responsibilities of all firm employees with regard to copyright law and offers directions for handling a variety frequently encountered situations involving protected materials.

American Association of Law Libraries'

Model Law Firm Copyright Policy (October 10, 1996)

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Reproducing copyrighted materials is governed by the Copyright Act of 1976, 17 United States Code. AALL reaffirms the application of the fair use provision (17 U.S.C. Section 107) and the library exemption (17 U.S.C. Section 108) in the law firm environment. These Guidelines are intended solely for the consideration of law firm libraries as suggested procedures in complying with copyright law. Firmwide implementation should be done with the input and advice of firm management.

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3. Reproduction centers: Reproduction centers include areas of the firm staffed by personnel, either employed by the firm or by a third party, who have the primary responsibility for attending to copiers and other reproduction equipment. Reproduction centers that are staffed by third party vendors likely fall outside the Section 108 library exemption. However, the personnel staffing these Centers work closely with firm personnel and the firm Librarian in accepting reproduction requests, and should therefore be included in the scope of these Guidelines.

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NOTICE ON COPIES: The following notice should be stamped on or affixed to the first page of every copyrighted item reproduced by the library or reproduction center if the page does not contain the copyright notice: "THIS MATERIAL IS SUBJECT TO THE UNITED STATES COPYRIGHT LAW; FURTHER REPRODUCTION IN VIOLATION OF THAT LAW IS PROHIBITED."

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This institution reserves the right to refuse to accept a copying order if, in its judgment, fulfillment of the order would involve violation of copyright law.

ROUTING AND LIBRARY REPRO-

continued on page 51

Legally Speaking from page 50

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The Library or reproduction center should not, nor should individuals, make multiple copies of articles, or cover-to-cover copies of newsletters, periodical issues or volumes. This practice should be observed for both standard library materials and materials obtained from online services.

NOTE: Because of the typically short length of newsletters, the library or reproduction center, as a general rule, may reproduce only small portions of newsletters subject to copyright protection.

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The library typically may borrow or lend only lawfully obtained original copies of copyrighted materials, or the original copyrighted work.

Lending: In response to requests from other libraries, the library may make one copy of an article so long as the requester attests, and the library reasonably believes, that the request complies with the Copyright Act or the CONTU guidelines.

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COMPUTER PROGRAMS:

According to Section 117 of the Copyright Act, the firm may make one archival copy of software it has purchased, and may also adapt purchased software so that it can be used on firm equipment. Firm personnel should not load any unauthorized copy of any computer program, or portion thereof, onto any computer, file

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These guidelines express minimum standards of fair use. Circumstances may exist where copying beyond these guidelines is permitted under the Copyright Act. However, reproducing materials beyond that which is permitted by these guidelines generally will require permission,

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NOTES

1. REVIEW AND IMPLEMENTA-

continued on page 52

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Legally Speaking from page 51

TION: Firm management should review the copyright law — particularly 17 U.S.C. Sections 107-108 — as well as firmwide copying and other copyright related activities before implementing a copyright policy. At a minimum level, this should include a review of *Copyright Office Circular R21: Reproduction of Copyrighted Words by Educators and Librarians*, the *Heller/Wiant Copyright Handbook*, and *Gasaway/Wiant's Libraries and Copy-*

right: *A Guide to Copyright Law in the 1990's*.

2. Management should review carefully all firmwide online database, CD-ROM and software contracts.

3. Management should consider reviewing such seminal cases as:

Sony Corporation of America v. Universal City Studios, 464 U.S. 417 (1984).

Washington Business Information v. Collier, Shannon & Scott, No. CA 91-0305-A (D.C. Va., filed 2/26/91). (Parties settled; no court decision. But see 41 Pat. Trademark & copyright J. BNA) 389 (case

announced and described); 42 PTCJ 619 (settlement announced).

Basic Books v. Kinko's Graphics, 758 F.Supp. 1522 (S.D. N.Y. 1991).

Pasha Publications v. Enmark Gas, 22 U.S.P.Q. 2d 1076 (BNA), Copyright L. Rep. (CCH) P26,881 (N.D. Tex. 1992).

Television Digest v. U.S. Telephone Ass'n., 841 F.Supp. 5 (D.D.C. 1993).

Campbell v. Acuff-Rose Music, 114 S.Ct. 1164 (1994).

American Geophysical Union v. Texaco, 60 F.3d 913 (2nd Cir. 1994). ☛

Continuing Evolution from page 49

erty, and therefore might be expected to take a different approach from that of the USA or the UK, changes are also under way in Australia.

In September 1995 the then Commonwealth Government announced its intention to amend Australian copyright legislation to reflect modern communications technology. The resulting Bill was lost when the Government changed at the last election, but it is worth noting that it was proposed to introduce a new 'transmission right', and to introduce moral rights into Australian law. There is some doubt about the Howard Government's commitment to moral rights legislation in the form proposed, but it is still worth noting that a number of jurisdictions are now considering such rights as having an important role to play in our brave new world.

The Balance Appears to be Shifting

Copyright serves publishers, record companies, television broadcasters and, not least, the film industry. The dominance of the United States in creative works, book publishing and movie-making — drives the rigorous enforcement of US copyright law by the Courts. The position is much the same in the United Kingdom, another substantial exporter of intellectual property. If we believe that copyright, the currency in which Hollywood, the music and software industries, as well as publishers, all trade, is going to be abandoned or weakened, we are simply deluding ourselves.

The answer for scholarly publishing appears to lie in dialogue. Let us devote less energy to arguing as adversaries, and more to the constructive evolution of appropriate licensing arrangements and guidelines to the use of copyright material in the institutions for which that material is, after all, written and published. ☛

Cases of Note from page 48

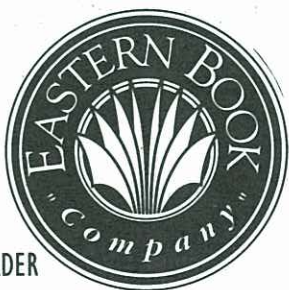
adverse impact on the potential market' for the original" (quoting *Nimmer*, §13.05[A][4], p.113-102.61). In view of all of the above, this factor weighed against a finding of fair use.

In concluding, the Circuit Court agreed that "KCAL's use of LANS's copyrighted tape was arguably in the public interest because it was a perceptive recording of a newsworthy event. However, KCAL's use was commercial and came in the wake of LANS's refusal of a license." There was no evidence that alternatives were not available and, while the tape had been licensed and published before KCAL's use, "it was not obvious that there was no impact on the market for first publication rights as KCAL itself requested a license." Also, there was no dispute that KCAL used the heart of the tape. Therefore, a finding of fair use was not a reasonable conclusion in the view of the Court. ☛



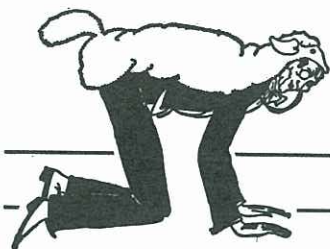
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Book Pricing Update

From The Mailbag — Adjusting for Inflation

by Celia Scher Wagner (Blackwell) <WAGNER@BNAMF.BLACKWELL.COM>

Several issues back (ATG, v.8#5, November, 1996 p. 56), in a column called "The Slowing Train," I reported on average list prices from 1986 through 1996. The prices were shown both in "nominal" form (the price printed on the book jacket) and adjusted for inflation.

A faithful reader wrote to ask why the nominal prices had been adjusted into 1996 dollars. Shouldn't they have been adjusted back to 1986, rather than forward into 1996?

Not being an economist, I posed this question to my in-house Economics-major-and-husband. He said it didn't matter what year was chosen as the "base year" — the prices could all be adjusted back to 1926, or 1936, or whatever. Why didn't it matter? Because the results would be the same.

To some of you, this may make instant sense, but I needed to test the assertion. The graph at right shows what I discovered:

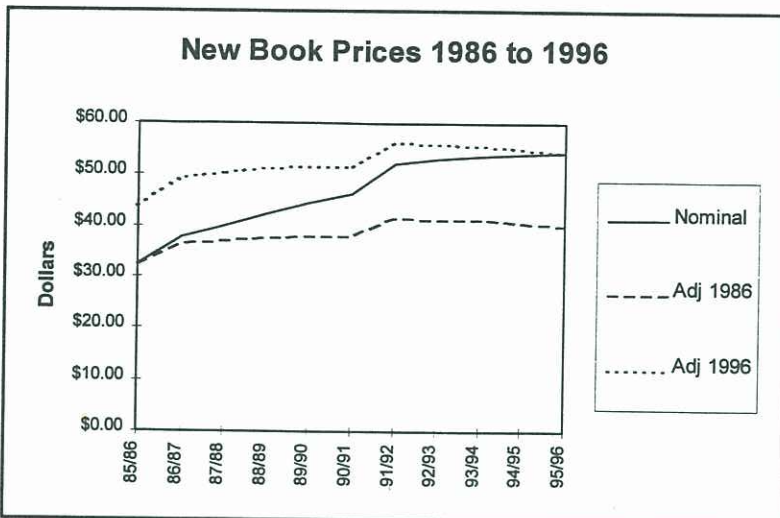
The solid line represents the nominal prices of new academic titles each year, from 1986 through 1996. The top dotted line shows those prices adjusted into 1996 dollars. The bottom dotted line shows the same prices adjusted into 1986 dollars.

As you can see, the dotted lines are parallel. If, as suggested, we adjusted all the prices into 1926 dollars, that adjusted line would be parallel to the other dotted lines as well.

What matters when adjusting prices for inflation is not the absolute values represented by the line. What matters is the *shape* of the line. If a line representing adjusted prices is absolutely horizontal, then — once inflation has been factored out — prices did not rise in real terms. If the line angles upward, prices went up faster than can be accounted for by inflation. If it angles downward, then once inflation is factored out, prices actually became less expensive, in real dollars.

The dollar amounts represented by the graph are shown below. Also shown are "index" numbers, which are the multiplier used to adjust prices from one year to another, with inflation factored out. These numbers come from the Gross Domestic Product Inflation/Deflator Website that I mentioned in the column "What Are We Talking About?" (ATG, v.9#1, February, 1997, p. 50). You can find them at: <<http://www.jsc.nasa.gov/bu2/inflate.html>>.

(Those of you who like to do-it-yourself can use these index multipliers on nominal prices for any commodity or service, to factor out inflation. Suppose, for instance, that one kilowatt hour (or one sheet of twenty-pound cotton rag paper, or one grape) cost ten cents in 1986, and 13 cents in 1996. Using the index to convert 1986 prices into 1996 prices, you would multiply ten (the 1986 nominal price) by 1.3526, for an adjusted price of 13.256 cents. In real dollar terms, the item in question would have gone from costing 13.256 cents in 1986 to 13 cents in 1996 — the price, in real dollars, would have gone down a fraction. Using the index to convert 1996 back into 1986, you would multiply thirteen (the 1996 nominal price) by a factor of 0.7393, and get the adjusted price of 9.6109. In real dollar terms, the item in question would have gone from costing ten cents in 1986 to costing 9.6109 cents in 1996 — exactly the same percentage decline.)



Year	85/86	86/87	87/88	88/89	89/90	90/91	91/92	92/93	93/94	94/95	95/96
Nominal	\$32.48	\$37.69	\$39.81	\$42.25	\$44.28	\$46.29	\$52.08	\$52.98	\$53.85	\$54.05	\$54.32
Index to adjust prices into											
1986	1	0.9712	0.9372	0.8968	0.8598	0.8256	0.8018	0.7832	0.7681	0.7541	0.7393
Adj 1986	\$32.48	\$36.60	\$37.31	\$37.89	\$38.07	\$38.22	\$41.76	\$41.49	\$41.36	\$40.76	\$40.16
Index to adjust prices into											
1996	1.3526	1.3136	1.2676	1.2129	1.163	1.1166	1.0845	1.0594	1.0389	1.01998	1
Adj 1996	\$43.93	\$49.51	\$50.46	\$51.25	\$51.50	\$51.69	\$56.48	\$56.13	\$55.94	\$55.13	\$54.32

Given that only the *shape of the line* matters when adjusting for inflation, how have prices fared over the past ten years? From 1986 through 1992, the average book price rose faster than inflation. Since 1992, prices have declined, in real terms. The price-increase train has truly slowed down, at least for the last few years.

Letter from Oklahoma

Editing and Writing, Writing and Editing

by Tom Leonhardt (University of Oklahoma) <tleonhardt@ou.edu>



If you think writing for professional journals is a thankless job, you should try editing. Admittedly, it is easier to revise someone else's writing than to fill a blank page or CRT screen with words that say something well. But good writing is nothing unless one has something to say — a point of view, a story, an exposition of practice or theory — that adds to what we already know. But write those stories and ideas badly and you have a communications problem.

In ordinary conversation, you can make your point with a combination of words, gestures, and facial expressions and when your listener seems unsure, you can say, "You know what I mean?" And even then, according to your stress, pitch, and intonation, the meaning is different and your listener can then indicate what response is needed if you aren't being rhetorical. Writers do not have this luxury. If you want your readers to understand what you mean (all writers are not so inclined), you must write clearly and unambiguously. I once had a sign on my desk that said "ES-CHEW OBFUSCATION". A friend, a college graduate, saw it and asked in all seriousness, "What does that mean?" If you don't know the answer, if you have to ask, and you are a writer, then friend, you need an editor.

What should your editor do with your manuscript, assuming that you have something to say but are struggling with how to say it? The editor (sometimes a reader, sometimes a referee, sometimes the editor) should give you credit for good ideas and then suggest ways to make your writing better. If extensive work is needed, an indication of what to do next should be suggested. In the rewrite, you will become your own editor if you want to be a successful writer. More about that later.

First, let's talk about what a good editor will not do. A good editor will not steal your voice. You should have enough confidence in your writing to know when you want something left alone and when a change improves on what you started with. **Maxwell Perkins** may have cut millions of words from **Thomas Wolfe's** manuscripts but he still left enough to supply the nation's nineteen-year-olds with several long, wordy, intoxicating novels, prose poems full of promise for aspiring writers (and what young reader, drunk on literature, has not dreamed of writing something that would secure a place in the pantheon of great and near-great novel-

ists?). There may be many greater novelists but most don't come anywhere near **Thomas Wolfe** and we have him and **Maxwell Perkins** to thank.

While retaining an author's voice, a good editor will look for consistency in spellings, grammar, punctuation, and usage. A good editor will suggest revisions of awkward constructions without being overly fastidious about artificial rules, for example, ending a sentence with a preposition. A good editor will have as sharp an ear as a blue pencil and will recognize a well-turned phrase or sentence for what it is, not for what it is not.

A good editor, unless directed and paid to do so, need not rewrite poorly organized articles. The writer is getting credit for the work so the writer should do the work. The editor and attendant referees, at least in the non-fiction world of library literature, should suggest where work is needed and provide a few good examples, taken from the work in hand. Marking and annotating the manuscript is also in order and is an appropriate way of querying about constructions, usage, statements of fact, and inferences and conclusions drawn from the evidence or analysis thereof.

If the editor is doing all of this, what is left for the author? Plenty if the author is to succeed and to begin to take pride in writing as a craft, for it is a craft that is a lifelong pursuit for most of us. A writer who takes this craft seriously will learn to self-edit, will learn to appreciate good writing by reading good writing, will simplify his approach to language, and will write, write, and write, unconscious of style. The style will come, the style will not be self-evident to the writer, the style will develop with experience and perseverance.

There are no easy ways to good writing as there are no easy ways to anything of lasting value. But there are steps that one can take to create a consciousness about what is good and what needs to be deleted. Chopping off sentences, paragraphs, whole pages is a difficult discipline to acquire. We love our words. They may all be found in the dictionary (let's hope so) but once we write them out, arranging them just so, they become ours. Being an acquisitive society, we are not used to giving up things simply because we don't need them. What is ours is ours. Writers need to learn to recognize passages that do not serve any good purpose and, in fact, detract from the rest of the work. Think of those words and phrases

as clutter in your closet, clutter that you are better off without. Give it to the Salvation Army or toss it in the dumpster, depending on its shape, but get it out of the house.

There are some works that will help you learn this discipline. The obvious one is **Strunk and White's** *The Elements of Style*. When studying German at Berkeley years ago, a fellow student (she was a double major, German and microbiology) in the course on German Composition (taught by **Thomas Mann's** youngest child, **Michael**), revealed that she read **Strunk and White** at least once a year. I decided that if it were good enough for her, it was good enough for me. As you are familiarizing yourself with this classic, an exercise in simplicity, you might want to read it a couple of times and then refer to it often as you write an essay or short expository piece, just for practice. You will be surprised and gratified at how much of their advice is etched into your brain where you will have it always, along with your ability to ride a bicycle and recite your "two times" table.

There are many other books aimed at helping writers with their writing. Not all are equally good, not all are even helpful much less interesting. I will share a few that I have found helpful and that I pick up from time to time.

"Man has found it no easy undertaking to select and adopt the members of his word family. It has always been a difficult and exacting and oftentimes frustrating job for him to discipline and adjust the children of his vocabulary, such as it may or may not be." This is from the "Introduction" to *Mark My Words: A Guide to Modern Usage and Expression*, by **John Baker Opdycke** (New York: Harper and Brothers, 1949). The title is misleading because it is really a book about the nuances and connotations of words and a lengthy lesson about how synonyms do not always convey the same meaning (connotation). Example: "He WANTS a job; he DESIRES a home and family; he WISHES for fame and wealth," and "The grass is PARCHED and the leafage WITH-ERED as a result of the DRY weather." By today's standards (or lack of), many of **Opdycke's** distinctions may seem fastidious and artificial and may even be out-

continued on page 55

Publisher Bestsellers

Rutgers University Press

Column editors: **Julia A. Gammon** (Univ. of Akron) <jgammon@UAKRON.EDU>
(NOTE ADDRESS CHANGE) and
Kathleen Ketterman (Univ. of North Carolina Press) <kjketter@email.unc.edu>

Steve Maikowski, Marketing Director, **Rutgers University Press**, provided information for this issue of *ATG* with a list of ten of the press' bestsellers and number of copies sold. Three of the books on the list are in the **American Women Writers' Series** which are reprints of fiction classics — one of the strengths of this press.

For variety, I checked our circulation statistics for the last three years on the books which we had in our collection (we were missing the cartoon book!) and found they varied from a high of eight circulations (*Gender Play*) to a low of zero (*Hope Leslie*).

Founded in 1936, and with a title output of approximately 70 titles per year, **Rutgers University Press** publishes books of general studies, to name a few. The Press also distributes publications of the New Jersey Historical Society.

Rutgers University Press — Top Ten Bestsellers

- 1) McDowell, Deborah, editor. *Quicksand and Passing*, by Nella Larsen. (1986). — 55,000 copies
- 2) Bernal, Martin. *Black Athens: The Afrosiatic Roots of Western Civilization*. Vol.1. (1987) — 43,500 copies.
- 3) Harris, Sidney. *Einstein Simplifies: Cartoons on Science*. (1985). 40,000 copies.
- 4) Moffatt, Michael. *Coming of Age in New Jersey: College and American Culture*. (1989). 27,000 copies.

5) Bernal, Martin. *Black Athens: The Afrosiatic Roots of Western Civilization*. Vol.2 (1991). 18,000 copies.

6) Warhol, Robyn and Diane Prince Herndl, editors. *Feminism: An Anthology of Literary Theory and Criticism*. (1991). 16,000 copies.

7) Thorne, Barrie. *Gender Play: Girls and Boys in School*. (1993). 16,000 copies.

8) Owings, Alison. *Frauen: German Women Recall the Third Reich*. (1993). 16,000 copies.

9) Warren, Joyce, editor. *Ruth Hall*, by Fanny Fern. (1986). 15,000 copies.

10) Kelley, Mary, editor. *Hope Leslie*, by Catharine Maria Sedgwick. (1987). 13,000 copies.



Letter from OK from page 54

dated, for usage changes with the times. But by reading this work, you will become curious about the word you selected. Is it the right word? Does it say what I really mean or will it mislead by its ambiguity within the context of my message? A curiosity about words is not a bad thing in a writer so long as you don't freeze up. When in doubt, keep writing and come back later to agonize and edit. If you do it word by word you will not only never finish, you may have to go to the home for dysfunctional writers where your only intellectual stimulation will be reruns of old sitcoms and game shows. Your mind will not be able to handle anything else, alas.


Another book I find helpful and full of sound advice is *The Writer's Art*, by **James J. Kilpatrick** (Kansas City, Mo.: Andrews, McMeel & Parker, 1984). Here is his justification for this book: "My purpose in this book is primarily to venture a few suggestions, based upon a lifetime as a writer, on how good writers can get to be better writers. I want to speculate on some

of the reasons why so much bad writing abounds. Over the years I have acquired a hundred pretty little crotchets, and I propose to trot them out for critical inspection."

This next work is one you are not familiar with, of that I am almost certain, unless you were an officer in the United States Air Force. Don't laugh, this is a good book, one that will almost certainly help you become a better writer. Let me quote from *Guide for Air Force Writing* (Washington, D.C.: Department of the Air Force, 1969. AF Pamphlet 10-1). "The basic purpose of all writing is to get a message across to the reader; it must convey exact meaning. To serve this purpose well, it must be capable of being quickly read and easily understood." "There is no set formula for achieving successful writing, but there are guidelines. For example, good writing is logical. It shows a thorough knowledge of its subject, but it never says more than necessary. And it sticks to the subject. Its outstanding characteristic is clarity — clarity obtained through simple, everyday words; short sentences; brief paragraphs; and lack of complicated

expressions and jargon. In other words, it is simple, clear, and direct." Enough said.

Finally, I would like to recommend *The MLA's Line by Line: How to Edit Your Own Writing*, by **Claire Kehrwald Cook** (Boston: Houghton Mifflin, 1985). I recommend reading it straight through from the "Preface" through "A Glossary of Usage" and on through the "Selected Bibliography." After that you will feel comfortable in skimming chapters or paragraphs as needed. This work is thorough, more thorough than you or I will ever be as we edit our own writing, but we will be more thorough than we ever thought possible or necessary had we not read this *vade mecum* for those of us who write for professional journals. I daresay that even those who aspire to the short story or personal essay will find much of value here. And if you are an editor, aside from your *Chicago Manual of Style* and authoritative dictionary, this is the one work you should own and become familiar with.

There you have it, the secrets to success in the world of library literature and possibly beyond. All that is left is for you to write. 

Inside Choice

by Irving E. Rockwood (Editor and Publisher, Choice) <irockwood@ala-choice.org>

All organizations are shaped by their history, and *Choice* is no exception. Since July 1963, when the *Choice* editorial office first opened its doors, *Choice* has been located in the quiet little city of Middletown, Connecticut — also the home of Wesleyan University. Initially housed on the Wesleyan campus, *Choice* quickly outgrew its office space in Wesleyan's Olin Library, emigrating in early 1965 to more spacious accommodations at 42 Broad Street a short distance away. In January 1966, *Choice* moved again, this time to its present location at 100 Riverview Center — still within a few minutes walk of the Wesleyan campus. A time traveler searching for *Choice* after a prolonged absence might traverse a few extra blocks before finding the current location but would run little risk of missing the office altogether.

Much else about *Choice* has remained constant over its history. It is today, and has been since its inception, a publication of the Association of College and Research Libraries (ACRL), a division of the American Library Association. For a brief interval, the *Choice* editor reported to the Executive Director of ALA. However, *Choice* is now and has long been an integral part of ACRL — the largest ALA division. The “fit” with ACRL — which also publishes three other journals and a monograph series — is a good one. Thanks to the ACRL connection, *Choice* staff have easy access to the resources of the ACRL and ALA home offices in Chicago and, equally important, to ACRL members, many of whom serve as *Choice* reviewers, advisors, or editorial board members.

Similarly, from the beginning *Choice* has been a nonprofit enterprise. Originally launched with the assistance of a \$150,000 grant from the Council on Library Resources, *Choice* quickly became financially self-sustaining. As its expenses — like those of most publishers — have increased steadily over the years, so has *Choice*'s annual operating budget. Today, it is approximately \$1.8 million. Now, as in years past, the objective is to ensure that annual revenues at least equal expenses. Most years they do.

Finally, there has been considerable continuity over the years in *Choice*'s method of operation, review format, and, most important, its basic mission. *Choice* was originally created to fill a gap that existed between the popular review media such as *The New York Times Book Review*, then-existing library review journals such as *Booklist* and *Library Journal* — aimed primarily at the high school and small- to medium-sized public library, and the professional journals whose primary audience is faculty and graduate students. Its mission was, and is, to select and review titles of greatest interest to college libraries, faculty, and students. As Richard Gardner, the first editor of *Choice*, noted in the inaugural issue: “For many years college librarians have sought a journal that would meet their book reviewing needs more specifically than either the popular media or the too-long delayed scholarly reviews. This [the first issue of *Choice*] is the Association of College and Research Libraries' answer to that need. Thanks to a grant from the Council on Library Resources, ACRL is now able to begin publication of this new book selection guide on a monthly basis.” (See Richard Gardner, “In the Balance,” *Choice* March 1964, page 13.)

Despite the many obvious continuities, some things at *Choice* have changed over the years. *Choice* some years ago expanded its review portfolio to include electronic materials and will shortly begin reviewing Web sites. As a result, *Choice*'s original subtitle — *Books for College Libraries* — has given way to the more inclusive *Current Reviews for Academic Libraries*. No longer simply a “book selection guide,” *Choice* continues to review more new scholarly books than any other review source even as

it extends its coverage to include a broad range of electronic materials.

A Word about Title Selection

The *Choice* title selection process is highly selective. Of the 22,500 titles submitted, only about 6,600 — roughly 30 percent — will be reviewed in *Choice*. How do *Choice* subject editors select titles for review? While there are many possible answers to this question, the selection process at *Choice* is heavily influenced by two key factors — *Choice*'s basic mission and a written selection policy.

Choice's primary mission, as noted earlier, is to select and review titles of greatest interest to college libraries, faculty, and students. College libraries, therefore, are *Choice*'s primary audience, and our title selection is heavily influenced by this consideration. This does not mean that *Choice* never reviews titles which might be of interest to public libraries, special libraries, or research libraries. On the contrary, we would like to think that a goodly proportion of the titles reviewed in *Choice* are of interest to one or more of these other constituencies — and most are. It does mean, however, that our primary focus is on titles of interest to the undergraduate curriculum. Titles primarily aimed at some other audience — e.g., faculty, graduate students, the general public — will generally only be reviewed in *Choice* if they are also of interest to and written at a level appropriate for undergraduates.

Given the importance of the selection process, *Choice* has for some years had a written selection policy which is periodically updated and published in the magazine. As of this writing, the *Choice* Editorial Board and staff are revising the current selection policy, which dates from 1993, and an updated version will be issued before the end of calendar 1997. The complete policy is too lengthy to reprint here, but the three principal criteria can be summarized as follows:

Readership level: The subject matter must be presented primarily at a level appropriate for undergraduate use, whether in a four-year college, community college, or university environment.

Content: The content must complement the undergraduate curriculum and be suitable for inclusion in an academic library collection.

Quality: The authors or producers must display command of the subject matter, and the material must be presented in a comprehensive, well-organized, and understandable manner. The work must contain appropriate supporting apparatus such as an index, illustrations, bibliography, notes, and appendices.

Other considerations include:

Language: *Choice* generally reviews only English language titles — with some exceptions such as foreign language dictionaries.

Place of Publication or Production, and Price: Works may be published in any country, but a price in U.S. currency must be available.

Publisher: Vanity press titles are not reviewed. Otherwise, the identity of the publisher has little impact on selection save that university press titles sometimes receive special consideration. Titles from small presses and alternative publishers are selected whenever possible since they may never be reviewed elsewhere.

Publication or Release Date: Submissions must be timely. *Choice* emphasizes currency and strives to send all titles selected out for review no later than three months following publication. Titles received more than six months after publication will gen-

continued on page 57

Inside Choice from page 56

erally not be reviewed except under special circumstances.

Review copy: *Choice* reviews only the finished version of a work, not a prepublication form such as galley proofs, page proofs, or a beta version of an electronic title.

In addition, there are a variety of materials which *Choice* reviews only rarely. These include:

- Instructional manuals and how-to items;
- Children's titles;
- Reprints;
- Symposia and festschriften;
- Textbooks.

Revisions are also generally not reviewed. However, exceptions are made whenever there have been major changes or there has been a relatively long interval between editions — particularly in the case of major reference works.

Of course, in the end, the title selection process is never completely "cut and dried." *Choice* editors can and do make exceptions to the rules — or create new ones as needed. The title selection process at *Choice* is inevitably a work in progress. At its heart lies the subject editor, whose training and experience is the single most critical variable in the title selection equation.

How Choice Works

Year in and year out a steady stream of new titles — approximately 22,500 each year — flows into the *Choice* mailroom at 100 Riverview Center. And each year, the *Choice* staff sifts, sorts, and somehow converts this flood of raw material into approximately 6,600 authoritative, brief, critical reviews suitable for consumption by *Choice* readers and subscribers. How is this done?

The short answer is with lots of help, particularly from our loyal reviewers. Since the very beginning, one of the secrets of *Choice*'s success has been its pool of reviewers — now approximately 3,000 in number. *Choice* reviewers are primarily college faculty, but there are also a number of academic librarians. Reviewers fill out a form each year which indicates the maximum number of titles they are willing to review, their current research interests, and, most important, their current address, phone number, and other contact information. In essence, they agree in advance to review up to X number of titles in a specified number of fields and leave it to the *Choice* subject editors to determine which, if any, titles they will actually receive over the course of the year. (The trusting nature of the *Choice* reviewer-editor relationship has sometimes led to unexpected outcomes. Mix-ups in the mail room have occasionally resulted in titles being sent to reviewers in fields bearing little if any connection to the subject of the work. While most of the reviewers involved have immediately called to report the error, several — displaying exceptional confidence in either the *Choice* editor's judgment or their own capabilities — have simply proceeded to review the work in question, punctually submitting their review by the agreed upon date.) *Choice* reviewers are unpaid save that they are allowed — in most cases — to retain any titles they review. They review for *Choice* because they want to, or perhaps because they feel they should, and they are essential to *Choice*'s ability to perform its mission. Without our reviewers, there would be no *Choice*.

But before any title is sent out for review, someone must first examine it, determine whether it meets *Choice*'s selection criteria, and then assign it to an appropriate reviewer. At *Choice*, that someone is the subject editor. *Choice* subject editors are a diverse lot, but they have in common a strong — "intense" might be a more appropriate term — interest in their subject areas, a tangible sense of enthusiasm for their work, and a great deal of skill. They also have a great deal of experience. The average tenure of the current editorial team — 6 editors in all — is a bit

continued on page 58

Just an Average Day

(reprinted by permission from *Choice*, March 1997)

Here at *Choice* an average day begins around 7:30 AM. The first arrival, typically Nancy, Beth, Lisa, or Joan, disarms the new security system, turns on the office lights and is shortly joined by several other early risers. For a short while, all is relatively quiet.

The pace picks up just before 8:00 AM when the next big contingent, including the Editor & Publisher, makes its appearance. As the E&P scans his email, pours himself a second cup of morning coffee, and resumes his dubious quest for great insights into the future of publishing, the remainder of the staff goes to work. By 8:15, Saul has opened the mail room — Steven is processing subscriptions — Pam has begun fielding calls in Ad Sales — the editors have begun sifting through their overnight email and faxes — Joan and Evelyn have stationed themselves at the reception desks — and the gentle hum of the early morning has given way to the staccato rhythm of the workday.

Towards mid-morning, the mail arrives, and with it the next installment of books and electronic titles from publishers. The task of opening these packages, sorting their contents, and routing new titles to the appropriate editor falls to Saul. Meanwhile, the subject editors are selecting titles for review, assigning them to reviewers, and going over incoming reviews and manuscripts. Nancy is creating bibliographic records for all outgoing titles. Kris is solving the latest office computer problem. Barbara is working on one or more editorial projects. And the publishing assistants, who also assist Nancy with cataloguing, are entering reviews into the *Choice* database — but only after they have been carefully edited and proofed by *Choice*'s indefatigable copy editor, **David Durgin** with the assistance of our time-tested freelancers, Chris and Rita.

As the day wears on, these efforts produce measurable results. On an average day at *Choice*:

- Each of the full-time editors — Becky, Bob, Helen, and Judith — will evaluate 20 new books and electronic titles, selecting five for review and setting aside the remaining 15.
- Our two part-time editors — Fran (who happens also to be the managing editor) and Ken — will receive roughly half of that number.
- Nancy, Evelyn and Joan will together catalog an average of 28.7 new titles.
- Evelyn, Joan, and Sharon — with assistance from Josie — will enter 27.3 new reviews into the *Choice* database.
- Saul will unpack, sort, and route nearly 100 incoming titles, ship 28.7 outgoing titles to reviewers, and process 194.5 additional pieces of outgoing mail, not including overnight and UPS shipments.
- Josie will prepare and send to publishers 10 editorial requests for new titles or publisher catalogs.
- Lisa will lay out 8 magazine pages and put 26.4 reviews into *Reviews on Cards* format.
- Steven will process 30+ subscriptions, generate 302.4 mailing labels, and handle 10.8 customer service claims.
- Stu and Pam will sell 2.3 more pages of advertising space.
- The Editor & Publisher will consume at least two more cups of coffee.

And then the day winds down. The official end of the *Choice* workday comes at 4:30, and with it the noise in the general office area begins to subside. Slowly, the staff drifts away, and darkness settles over the outer offices. Somewhere around 6:00 PM the last holdout finally departs. Still and dark, the *Choice* office waits for morning, and the start of another average workday. 🌙

more than 13 years, with only one editor having less than 10 years of service. Finally, most *Choice* editors have both an M.L.S. and academic library experience, a longstanding tradition which ensures that the individuals making selection decisions are familiar with the needs of the audience they serve.

This experience is particularly helpful as the editors scrutinize publisher catalogs, journal ads, and attend conferences in search of promising new titles, a key aspect of their job. For *Choice* editors do not simply sit back and wait for publishers to submit new titles to *Choice*. To be sure, many scholarly publishers — particularly university presses — automatically send *Choice* review copies of all their new titles on publication. However, this is neither practical nor desirable in many instances. It would be extremely wasteful, for example, if *Choice* were to automatically receive a copy of all new titles published by a major commercial house such as Simon & Schuster. Accordingly, *Choice* subject editors spend a goodly portion of their time on the lookout for new titles of interest. Together, *Choice* editors — with staff assistance — regularly track the title output of more than 400 U.S. and foreign publishers currently listed in the *Choice* publisher database and systematically identify and request copies of new titles that may be of potential interest to college libraries. One result of this effort is a steady stream of outgoing requests for review copies of new titles, promotional materials, and the like.

It is, therefore, the combined efforts of publishers and the *Choice* editorial staff that generate the previously mentioned inflow of 22,500 titles per year — a total which represents nearly half of the total annual U.S. book output. Even arriving in dribs and drabs, as it necessarily does, it is an impressive sight, a veritable book lover's dream — but also a tangible reminder of work to be done.

Incoming titles are first unpacked, sorted by LC classification area, and then routed to the appropriate *Choice* subject editor. It is the subject editor's task to determine whether the title is suitable for review. In theory, the decision-making process is a fairly straightforward one in which the editor examines the title, ascertains whether it meets *Choice*'s current editorial selection criteria, and, if so, assigns it to an appropriate reviewer. Happily, the theory works. Week after week, month after month, the *Choice* editorial staff does its thing, swiftly, steadily, and surely processing an average of 90-100 new titles each working day.

To be sure, the selection process does not always flow smoothly. One common "glitch" arises from the difficulty involved in classifying some titles, particularly those which are interdisciplinary. If, for example, Helen is the editor responsible for history, Bob is responsible for reference, and Ken is responsible for art, which one is responsible for a new historical guide to women artists? Good question. The answer may well involve routing the book seriatim to all three editors to determine for which section, if any, it is appropriate. This process will, of course, eventually produce an answer, but it will also consume valuable time, thus delaying a selection decision, even if only for a short while.

As important as it is to *Choice*'s basic mission, title selection represents but a small fraction of the time and energy which goes into publishing *Choice*. As at most publishing houses, the lion's share of the work occurs after the decision to publish, not before. An experienced editor can often determine whether a title is suitable for review within a matter of a few minutes. Translating that decision into a finished *Choice* review, however, takes considerably longer. It is also very much a team effort, involving the entire *Choice* editorial and production staff.

Editing and production procedures at *Choice* have changed considerably over the years. One constant, however, has been a willingness to experiment with relatively new technologies. Indeed, the first one or two issues of *Choice* were produced using a

device known as a "sequential camera." There is little information in the *Choice* files about the exact nature of this device or the associated production process. What is clear is that the experiment was unsuccessful. (Unsuccessful may be a gentle description. In his article entitled "Reminiscences of Early Years," which appeared in the April 1984 issue of *Choice*, Richard Gardner used the term "nightmare" to describe this apparently not-quite-ready-for-prime-time process.) As a result, it was quickly abandoned in favor of the relatively new — and apparently more practical — photocomposition techniques then finding their way into journal publishing.

Today, *Choice* makes use of a variety of new electronic publishing tools, which have in turn reshaped the editing and production process. Chief among these is the *STAR* database software, which now houses the complete corpus of all *Choice* reviews published — or in process — from 1988 to the present. Thanks to the *STAR* system, *Choice* has been able to enter into a variety of licensing arrangements with vendors such as SilverPlatter, Reed, Brodart, CARL, and Primary Source Media, all of whom currently produce electronic products which include *Choice* reviews.

Similarly, *Choice* makes use of desktop publishing techniques to prepare material for the printer. All layout for both the magazine and *Reviews on Cards* — an ancillary publication consisting of the *Choice* reviews printed on 3 x 5 cards — is currently done in-house using the Macintosh version of Quark. This procedure has wholly eliminated the traditional "galley proof-page proof" sequence following delivery of final manuscript to the printer. Indeed, save for advertising, which is still delivered to the printer in traditional "repro" form, both the magazine and *Reviews on Cards* are delivered to the printer on diskette. As a result, *Choice*'s typesetting and composition expenses are today much lower than in years past, a helpful economy in an era of otherwise steadily increasing costs.

So what exactly does happen from the time *Choice* receives a new title through publication of the review? That surprisingly complex process currently looks something like this:

- Step 1. Incoming titles arrive in mailroom.
- Step 2. Titles are sorted by LC classification for routing to proper subject editor.
- Step 3. Editor selects title for review and assigns it to a qualified reviewer.
- Step 4. Editor records assignment on reviewer card and blue form.
- Step 5. Editor forwards title to library technical assistant for bibliographic processing.
- Step 6. *STAR* bibliographic record is created from "book in hand".
- Step 7. Title and review form are mailed to reviewer.
- Step 8. Review arrives via fax or mail.
- Step 9. Publishing assistant logs in review using *STAR* and routes to subject editor.
- Step 10. Editor logs in review and edits for organization and content (Optional).
- Step 10A. Editor queries author as necessary.
- Step 11. Editor routes edited review to publishing assistants for data entry.
- Step 12. Publishing assistants enter review into *STAR* and generate 1st page proof.
- Step 13. 1st pages are proofed against original review and routed to copy editor.
- Step 14. Copy editor edits review for grammar, organization, and house style (Optional).
- Step 14A. Copy editor discusses queries with subject editor.
- Step 15. 1st page corrections entered in *STAR*, then placed in issue bins by section.
- Step 16. 2nd pages generated when all reviews entered for issue.

continued on page 59

Inside Choice
from page 58

- Step 17. Subject editors read and do final proofing of reviews.
Step 18. Copy editor enters final corrections in *STAR*.
Step 19. Computer manager generates file containing reviews for the forthcoming issue.
Step 20. Copy editor imports reviews into Word, runs spell check, and enters corrections.
Step 21. Production manager imports reviews, along with other editorial material, into Quark.
Step 22. Production manager lays out the issue, leaving space in Quark file for ads.
Step 23. Copy editor proofs 1st Quark pages.
Step 24. Production manager enters 1st page corrections in Quark file.
Step 25. Copy editor proofs 2nd Quark pages.
Step 26. Production manager enters final page corrections in Quark.
Step 27. Quark file shipped to printer along with repro for all space ads.

Truly, this business of publishing a review journal is more complex than one might think. And so it is, for the sequence listed above — formidable though it may seem — describes only a portion of the activities carried out at *Choice* on a daily basis. Even as the editorial mills are slowly grinding their way through a steady influx of new titles, the *Choice* editorial staff is also busily planning, commissioning, editing, or compiling all of the following:

- New bibliographic essays.
- Regular editorial features such as the annual Academic Book Price Study.
- Prepublication lists such as the Forthcoming Reference Books and Forthcoming Electronic Media features.
- Special publications such as the compilation of reviews in women's studies edited by **Helen MacLam** of the *Choice* staff, *Choice Reviews in Women's Studies, 1990-96*, which will be published by ACRL this April.
- And, of course, the *Outstanding Academic Books* list published every January.

Meanwhile, the remainder of the *Choice* team is carrying out a host of other equally essential tasks, including the selling of ad space, the maintenance and upgrading of the various *Choice* computer systems, customer service, subscription processing, and prosaic but vital tasks such as filing, bookkeeping, and planning. Indeed, on those too rare occasions when there is time to reflect, it sometimes seems as though life at *Choice* exemplifies nothing so much as the old saying, "Be like a duck — calm on the surface but paddle like the devil underneath." The paddling is what we do. The calm is what we hope our readers see.

Issues and Challenges

Choice, now entering its 34th year, has proven a durable enterprise. While considerably younger than such stalwart library publications as *Library Journal* (1876) and *Booklist* (1905), *Choice* has now outlived at least one other major library journal — *Wilson Library Bulletin* (1917-1995). Furthermore, despite the depressed state of the academic library market, *Choice's* financial performance has consistently exceeded budget for the past several years, and the current fiscal year is off to an excellent start. With a little luck, *Choice* will endure for many more years.

In order to do so, however, *Choice* cannot stand pat. To ensure its continued survival, *Choice* must adopt new strategies and tactics to cope with a changing publishing environment. While continuing to meet the needs of its present customers, *Choice* must find ways to expand its customer base and diversify its product line. And it must do so in a way that is essentially self-funding. Unlike most commercial journals, *Choice* has no corporate parent with "deep pockets" to whom it can turn for

assistance. *Choice's* future rests largely in its own hands, and there is certainly no shortage of challenges to confront. Chief among these are:

Barriers to revenue growth: *Choice's* two main revenue sources are subscriptions and ad sales. As with many library journals, *Choice's* subscriber base has been declining for some time. While the rate of decline has been extremely modest, it has meant, and continues to mean, that growth in subscription revenues can only be obtained via price increases, an ultimately self-defeating tactic. It will not be easy to reverse this trend given the state of library budgets. Similarly, until very recently, ad revenue growth has likewise been generally modest for some time as *Choice's* major advertising customers — scholarly publishers — have struggled to cope with declining library sales.

Steadily rising expenses: Even as declining print subscriptions and tight ad budgets have limited *Choice's* revenue growth, expenses have continued to rise. As with most publishers, *Choice's* single largest expense is people. Salaries and benefits constitute nearly 50 percent of *Choice's* annual operating expenses followed by printing costs (16.5 percent) and overhead (7.9 percent) — which in *Choice's* case is assessed by and paid to ALA. Together these three items account for approximately 75 percent of *Choice's* annual costs. All have grown steadily in recent years, as have most of the several dozen other items that constitute the remaining 25 percent of *Choice's* annual expenses.

Threats to *Choice's* basic mission: *Choice* was originally founded as a "book selection guide" for college libraries. Yet the proportion of college library acquisition budgets allocated to books has declined dramatically in recent years in favor of journals. In recent years, library book acquisition budgets have been further squeezed by steady growth in the share of acquisition dollars allocated to electronic materials. One result is that at most college libraries today, book purchases are increasingly limited to selected, high-priority subject areas. These trends,

continued on page 60

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Inside Choice
from page 59

coupled with increasing use of approval plans and outsourcing, have reduced many college libraries' need for the type of service traditionally provided by *Choice*. Over the longer run, they may pose a potential threat to the future of the scholarly book itself.

Dealing with the transition to electronic publishing: Last but hardly least, *Choice*, like other scholarly journals, is in the midst of a transition to electronic publishing. While electronic publishing may, or may not, ultimately reduce *Choice*'s costs of publication — the jury is still very much out on this much discussed issue — in the short term it represents an added expense. In fact, the initial investment required to make this transition will have a significant impact on the *Choice* budget over the next several years. Some "creative" financial thinking will be required if *Choice* is to fund this transition entirely from its own limited resources.

And yet all is not gloom and doom. *Choice*'s future holds promise as well as challenges, and there are tools available for dealing with these obstacles. These include:

Increased Automation: *Choice* has a long history of "pushing the envelope" in publication technology. Some of the experiments involved, like the "sequential camera" of 1963-64, were unsuccessful. Others, like the installation of the *STAR* database in 1988, have proven highly beneficial. In the past year, *Choice* has completed the expansion of the office network (LAN) so that all staff members now have access to the network and a common set of *Windows* applications. Email was added in the spring of 1996. Web access, first provided in 1996, will shortly be greatly enhanced, and a search is now underway for a new subscription system to be purchased in the current fiscal year. In addition, we hope shortly to greatly reduce the amount of in-house keyboarding by automating the review entry process and streamlining the process by which bibliographic records are created. Within the next 12-18 months, we will begin accepting reviews by email, a process that will both increase *Choice*'s operating efficiency and

reduce the interval between title selection and the appearance of the published review.

Marketing: Over the years, *Choice* has devoted far more time and energy to editorial matters than to marketing. While this has helped ensure the quality of *Choice*'s basic product and to maintain its good name and reputation within the library community, it has also meant that marketing has been somewhat neglected. In fact, *Choice* does not currently have — and so far as I can determine never has had — a staff position devoted to marketing. By the end of the current fiscal year, it will.

Product Development: The greatest promise of all for *Choice*'s future lies here, in product development. In fact, *Choice* has already made significant strides in this area by licensing its reviews for use in electronic products from well-established library vendors such as **Reed/Bowker**, **SilverPlatter**, **CARL**, **Brodart**, and **Primary Source Media**. The great virtue of licensing is that it allows *Choice* to tap new markets — library patrons for example — at relatively little cost. Through increased efforts in this area, we hope to greatly expand *Choice*'s presence in a variety of markets that would be impossible for *Choice* to reach via its own resources. In addition, the mandatory transition to electronic publishing, however painful, will bring with it a plethora of new possibilities, including customized publications and publications directed to new audiences. Finally, by steadily increasing its coverage of new types of library materials, notably electronic products, *Choice* can and will ensure the continued relevance of its services to the library community.

As *Choice* looks forward to its 35th anniversary and beyond, it is clear that the next few years will be a time of transition. At some point in the not too distant future, it may be possible to see more clearly what lies ahead — or it may not. Perhaps *Choice*, like other human organizations, will continue to chart its course from day to day, its daily maneuvers shaped by the tides and breezes of the present even as it steers toward a future that invariably lies tantalizingly close yet always just over the horizon. Of this we can be sure. If *Choice*'s future continues to be shaped by its past, there is great cause for optimism. 🌱

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Rumors

from page 14



Collection Management, Victoria University of Wellington, New Zealand)
<gita.gunatilleke@vuw.ac.nz>.

This site has a **special report on copyright law** — including a quiz that helps determine whether you follow legal procedure — <www.news.com/Quiz/Entry>.

I have a confession to make. One of my favorite people in the world is **Glenda Alvin** (Acquisitions/Collection Management Librarian, The College of New Jersey, 609-771-2412)<alvin@TCNJ.EDU>. Glenda just sent *Against the Grain* a great article. You will read it here soon ...

Speaking of favorite people, I missed **Sharon Mckay** (Blackwell North America) <SMckay3746@aol.com> at ALA Midwinter but talked to her over the phone about **Blackwell's Collection Manager**. I did speak to **Alison Roth**, a charming and very astute salesperson herself!

The homepage for the study "Public Libraries and the Information Society" is <<http://www2.echo.lu/libraries/en/plis/homeplis.html>>.

The March 17, 1997 issue of *The Nation* is a provocative read. Called "The Crushing Power of Big Publishing: The National Entertainment State II," its fifty pages are packed with articles about the publishing era that we are living through. It's a contrast of several publishing worlds — conglomerate publishing versus serious, university, and independent publishing. You should read it and maybe write an essay about it for *Against the Grain*.

Nicholas Veliotis is retiring as president of **AAP** and **Patricia Schroeder** has accepted the position of president and CEO of the **Association of American Publishers**. Woman Power!

Well, that's about all the space we have this issue — so — see you next issue ... and Happy Spring! 🌱

And They Were There

Reports of Meetings

Column Editors: **Sever Bordeianu** (U. of New Mexico) <sbordeia@unm.edu>
and **Julia Gelfand** (UC, Irvine) <jgelfand@orion.oac.uci.edu>



*ATG encourages reports on meetings. Please contact **Sever Bordeianu** if you are interested in reporting on a meeting or in suggesting a meeting for review by ATG! — KS*

LOEX Conferences 1996

Report by **Linda St. Clair** (U. of Utah)
and
Susan Deese-Roberts (U. of New Mexico)

"Programs that Work" was the theme of the 24th LOEX Conference, May 17-18, 1996 held in Ypsilanti, Michigan. **Betsy Wilson**, Associate Director of Public Services at the University of Washington and recipient of the 1995 ACRL Miriam Dudley Instruction Librarian award, was the keynote speaker and offered her perceptions of "What Makes a Good Program." She believes that instruction librarians need to develop learner-centered programs; create avenues for collaboration across the campus; use technology in the service of teaching and learning; develop a solid framework of institutional support; select enthusiastic people to promote the program and model effective teaching strategies; remember that timing is everything; develop a program fully integrated into the institution; create flexible and agile programs; promote continuous learning for students, faculty and staff; provide a lens that education is one of the library's most fundamental missions; and continually evaluate and assess programs.

Linnea Dudley reported about the successful PREMIER project (Promoting Research Education in Michigan: In-service Education Resources). Volunteers from Michigan formed a core of library instruction professionals who provide assistance to other Michigan institutions for integrating library instruction into the curriculum, fostering collaboration between librarians and faculty, and offering advice in administering a research program across the curriculum. After the library develops a portfolio, PREMIER consultants identify and invite speakers and facilitators, finalize the agenda, design evaluation, prepare printed materials, and make local arrangements.

Debra Gilchrist-Pierce described her experience in using "The Abilities Model in Library Instruction" at Pierce College. The competencies are used in collaboration with faculty to design the curriculum (how the student will do this in the par-

ticular course), assignments (how will the student demonstrate the ability in the course), and assessment (how to evaluate students, teach students to evaluate themselves, and how to evaluate teaching). The process is used as the basis for educational reform.

A panel entitled "Programs That Work" included presenters **Tom Kirk** of Earlham College, **Carla List** of SUNY-Plattsburg, **Patricia Iannuzzi** of Florida International University, **Corinne Laverty** of Queen's University, and **Margaret Fain** of Coastal Carolina University. Panelists described what they believe makes their programs successful. As a preconference session, **Deborah Fink** and **Abigail Loomis** presented their popular "Meta-Learning Workshop." In individual and group activities, participants were asked to observe how they personally learn (what thoughts, questions, process are used), reflect upon and assess the process, and establish a personal system of learning.

Dan Ream of Virginia Commonwealth University spoke on "Glitch Management," and thirteen breakout sessions were offered on a range of topics. As usual with LOEX conferences, opportunities were built into the conference to get to know colleagues and informally share successes and discuss issues. As in the past, this year's LOEX proceedings will be published as a part of the *Library Orientation Series* published by Pierian Press.

"Collaboration and Instructional Design in a Virtual Environment" was the theme of the 2nd LOEX of the West Conference, June 20 - 22, 1996 held in Seattle, Washington. **Carla Stoffle**, Dean of Libraries, University of Arizona led a panel-style keynote address, "Campus Partnerships: Collaborating for the 21st Century." Other panel members were **Karen Williams**, University Library Social Sciences Team Leader; **Karen Smith**, Faculty Associate to the Provost; and **Martha Gilliland**, Senior Vice Provost for Academic Affairs, all from the University of Arizona. The panelists provided an overview of the Faculty Development Partnership at the University of Arizona which is a joint program involving the campus computer center, the library, the teaching center, the New Media program within the

fine arts center, and VideoServices. The state legislature appropriated \$940,000 for the Partnership. Of particular interest to conference participants was the role of the library in the Partnership: training for faculty in information literacy, library and Internet resources, and creation of Web pages; consultations to integrate information literacy skills into courses and assignments; and facilities and equipment for developing multi-media and Internet resources.

Sharon Mader, Plough Library, Christian Brothers University conducted a second session for all participants, "Collaborative Leadership for Learning." Participants assessed their leadership styles, discussed differences between leading and managing, and applied leadership behaviors to collaboration within libraries and between libraries and other organizations. Mader noted that library leaders must provide vision, communication, trust and self-confidence and that more leaders than managers are needed in the virtual environment. The session leader modeled effective instruction strategies as well as providing an inspiring learning experience.

The concurrent sessions of the conference focused on form and structure of library instruction programs in the virtual environment. The use of technology in providing new form to instruction was one of several program themes. As an example of collaboration and form, the University of Washington's collaborative project, UWired, was highlighted during the conference with tours of library facilities and presentations by UWired librarians. Partners in the UWired project are the University of Washington Libraries, Undergraduate Education, and Computing and Communications. Other themes included distance education, partnerships among campuses, and collaboration between computer centers and libraries.

During 1996, instruction librarians had the opportunity to share with and learn from each other. The next LOEX conference is scheduled for May 8-9, 1997 in Charleston, South Carolina; the theme is "Theory and Practice." The next LOEX of the West conference is scheduled for June 1998; two western universities have expressed interest in hosting the conference. 🌱

Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor: **Sarah Tusa** (Lamar University Library) <stusa@alamar.lamar.edu>

Welcome to **Sarah Tusa**, who has taken on this awesome and time-consuming task of editing **BET YOU MISSED IT!** Thanks, Sarah and you too, **Rosann** for doing it for so long! And thanks to all of you out there who do the abstracts. Love and hugs, Yr. Ed.
— KS

Paper Money

by **Twyla Racz** (Eastern Michigan University)

According to the author, the paper industry's revenue gains for 1993 were due to price increases leveled to cover higher paper prices. In his overview of the industry for 1996, **Lofquist** states that with a stable economy and a low inflation rate, revenue

should increase 2.7% over 1995 except in binding, which will have a decline. See — **William S. Lofquist**, "Economic Outlook for the U.S. Printing and Publishing Industry," *Publishing Research Quarterly*, vol.12 (3) (fall, 1996), pp. 22-27.

Stop that Treaty

by **Pamela Rose** (SUNY at Buffalo)

Commerce Department officials say U.S. scientists are overreacting to draft treaty talks aimed at halting large-scale piracy of data by protecting database owner rights. **National Academy of Engineering's William Wulf** says **Bruce**

Lehman, Patent and Trademark Office chief, didn't involve the scientific community in drafting the U.S. position soon enough. See — "Officials Discount Database Fears," *Science*, vol.274 (December 6, 1996), p.1599.

For Love of Mileva Maric

by **Pamela Rose** (SUNY at Buffalo)

"On the motion of the perihelion of Mercury," a paper written by **Einstein** and **Michele Besso**, fetched the third highest price paid for an Einstein manuscript (\$398,500) at Christie's auction of a collection of Albert Einstein's letters and a 1913 manuscript on relativity theory.

Einstein's love letters to his first wife, **Mileva Maric** ("the woman who did Einstein's math") sold for \$442,500, and a 1945 letter to his son **Hans Albert** sold for \$32,200. See — "Einstein's Epistles," *Science*, vol.274 (December 6, 1996), p.1617.

More Treaty Discussion

by **Pamela Rose** (SUNY at Buffalo)

The worry is over for now for the scientific community. Talks on a new international treaty on database rights never got started because of the opposition from U.S. scientists and developing nations, and it is not clear when they might resume. Opponents felt that the treaty designed to protect databases from piracy would hinder access to data and increase costs. Mean-

while, the U.S. negotiating team accused a White House Office of Science and Technology observer of distributing information to other negotiating teams that represented the position of Netscape — a position that differs from the views of the U.S. government. See — "Treaty on Database Access Stalled," *Science*, vol.274 (December 20, 1996), p. 1999.

A Popular Pilot

by **Rosann Bazirjian** (FSU)

The author describes the **Pilot**, a 4.7" long and 3.2" wide PDA (personal digital assistant) from U.S. Robotics, which is inexpensive, compact, easy to use, and hooks up to your PC "with no hassle." The **Pilot** will track appointments and store phone numbers, and easily attaches to a serial port on your PC to load into your office machine. Pushing a **Hotsync** button quickly

synchronizes the data between your PC and The **Pilot**. It also includes a hand-writing recognition system called **Graffiti**. The **Pilot** sells for between \$300 and \$500 depending on the model you choose to purchase. The article includes a photo of the device. See — **Michael Himowitz**, "Why Users Love the **Pilot**," *Fortune*, vol.134 (9) (November 11, 1996), p.224-226.

Finance on the Web

by **Sandy Beehler** (Old Dominion Univ.)

This one-page article gives librarians and real people tips on the best and worst of the financial Web sites currently

available. See — "Market Magic," *Internet World*, January, 1997.

ActiveX

by **Sandy Beehler** (Old Dominion Univ.)

For those of you, like me, who don't know — **ActiveX** is a piece of Microsoft technology that "allows a piece of computer code (a program) to run from inside a Web page." This article

is a tutorial that explains how **ActiveX** works and how it can be used in a Web page." See — "Activating **ActiveX**," *Internet World*, January 1997, p.108.



Virage Runs Herd on Images by Rosann Bazirjian (FSU)

The author describes the work of **Ramesh Jain**, the founder of Virage. His firm sells software that searches image files. The user is able to choose any image on a database by inserting a digital image file from a CD-ROM or photo scan. The Virage software then boils the image down into a template that allows it to compare with other templates. Jain said he began developing this software in 1993,

when he noticed that the number of images on the Web was increasing very quickly and "there was no way to manage and retrieve them" The author then discusses the future uses of image matching from the medical profession to insurance companies. See — "A Picture is Worth a Thousand Bytes," by **Nikhil Hythessing**, *Forbes*, vol. 158 (13) (December 2, 1996), p.240-242.

The Sluggish Giant by Rosann Bazirjian (FSU)

Neil Weinberg has written an interesting profile of the **Toshiba Corporation** and its new president, **Taizo Nishimuro**. The author cites that the old-line heavy equipment business as well as Toshiba's giant memory chip business is "sluggish." Nishimuro plans to "catapult Toshiba" from fifth in the market (where it is now) to third within four years, by introduc-

ing a new line of desktop models. He plans to first focus on consumer desktops, eventually moving into the business PC market. The author goes on to describe the new **Infinia** model, just beginning to be marketed by Toshiba. See — **Neil Weinberg**, "Destination Desktop," *Forbes*, vol.158 (13) (December 2, 1996), p.230-232.

Shifting Standards by Sandy Beehler (Old Dominion Univ.)

The author explains how standards are set for the Internet and why it is important for companies such as Netscape and Microsoft to use established

standards in their software. See — "Snubbing Standards," *Internet World*, (February, 1997), p.96.

Webward Ho! by Twyla Racz (Eastern Michigan University)

In November, 1995, **CMP Media, Inc.** initiated **TechWeb**, the electronic version of all their publications. In this article, the company's president and chief executive officer discusses the

lessons learned, including "Netiquette" — as electronic pioneers. See — **Michael S. Leeds**, "Brave New Web," *Publishing Research Quarterly*, vol.12(3) (Fall, 1996), p.16-21.

Corporate Cyberchatter by Rosann Bazirjian (FSU)

Alison Sprout discusses the growth of "chat rooms" on the Web, and the movement toward the use of chat rooms by corporations. Businesses are beginning to incorporate chat rooms to attract customers to their products or as a substitute for the "Questions and Answers" sessions many of them have provided on

their Internet Web networks. The author describes how **K-Swiss**, **Kendall-Jackson Winery**, **NationsBank** and **Microsoft** are making use of chat rooms. See — **Alison Sprout**, "Finally Cyberchat Starts to Get Serious," *Fortune*, vol.134 (9), (November 11, 1996), pp.222-224.

Chief Knowledge Officers by Margaret Lewis (U. of IL at Urbana-Champaign)

Originally printed in the *Wall Street Journal*, this article documents the appearance in corporate America of the position of Chief Knowledge Officer. "Sifting, editing, and updating knowledge turns out to be a management, rather than a technology challenge," reports **David Bank**,

who compares duties of knowledge workers in several large corporations and presents a chart of comparative salaries. See — "Chief Knowledge Officers Help Firms Know It All," by **Margaret Lewis**, *National Business Employment Weekly*, (December 15-21, 1996), p.-34.

When Bill Gates Talks ... by Rosann Bazirjian (FSU)

This article is made up of excerpts from **Bill Gates**, that 41-year-old billionaire that we all know and love. The excerpts are fascinating. He talks about the decline of the middleman as more and more information about services, buyers and sellers migrate to the network. The middleman, he claims, will disappear as buyers and sellers begin to go direct. Bill Gates' statements on the information age ten years from now are also thought-provoking. He asserts that by the year 2006, "computers will be

talking to us, and it will see. It will see when we walk into a room." He claims that when a computer can recognize you and respond to speech or gestures, it becomes more "pervasive" in how it fits into your environment and "how you can use it as an information tool." Finally, there are excerpts from Gates on libraries and how important an influence books can and should be in the lives of our young children. See — "Bill Gates, A View from Olympus" *Forbes ASAP*, (December 2, 1996), p.165-166.

A Matter of Money by Albert Henderson (Editor, *Publishing Research Quarterly*)

The author, who was president of **Princeton University** (1972-1988) describes the declining share of the university dollar allocated to libraries during that period as "surprising." He is now president of the

Andrew W. Mellon Foundation. See — **William G. Bowen**, "How Libraries Can Help to Pay Their Way in the Future," *LOGOS*, vol.7 (3) (1996), p.237-241.

Digital Protection by Sandy Beehler (Old Dominion Univ.)

The topics of this article are the two main solutions to protecting digital material: legislation and technology. The authors find many thorny problems with the legislative approach, but find

"digital rights management systems" more promising. Several such systems are described. See — "The Copyright Question," *Internet World*, (January 1997), p.64.

Mapping it Out by Sandy Beehler (Old Dominion Univ.)

Web city guides such as **At Hand**, **BigBook**, **CityScape** and **Yahoo** are partnering with local newspapers to distribute local content through the World Wide Web. This article offers practical advice to publishers who may

be attracted by the seemingly sweet deals being offered. It also includes brief descriptions of some well-known city guides. See — **Rosalind Resnick**, "Partnering Pitfalls," *Internet World*, (January 1997), p.40-42.

Group Therapy

Canceling Prepaid Orders



GRIPE:
(Submitted by **Brian McLaughlin**,
Syracuse University)

My "gripe" relates to orders that need to be prepaid by the vendor. The library is not advised when these prepayments are made, but after our normal period for leaving orders open, we are advised that the order cannot be canceled because it has been prepaid.

This is particularly a problem related to orders submitted to US-based vendors that require prepayment for domestic imprints and/or for titles which are not available in the US. We have received notices in responses to claims on open orders "CANNOT CANCEL — ITEM PREPAID OR ORDERED FROM OVERSEAS." Some of these items have been open or

Column Editor: **Rosann Bazirjian** (Florida State University)

Hey y'all out there! Do you have any gripes? Come to your therapist!
Try <rbazirji@mailers.fsu.edu> or FAX 904-644-5170.

ders well beyond our normal one year limit. Other than more careful pre-order searching, what can be done? I would like to be advised of the necessity for prepayment PRIOR to this commitment being made on our part.

RESPONSE:
(Submitted by **John Perry Smith**,
President, Total Information, Inc.)

TITLE:
Remembrance of Prepayments Lost
(Purdue)

Sarcastic Response: Is a puzzlement, as the King of Siam is reported to have stated when confronted with practices outside of his experience. Who earns the blame for dropping the ball on this one? The Jobber who leaves a prepaid order outstanding for over a year? The Library that is willing to accept this level of service? Both?

I can't help but compare this gripe to the complaint that every book our library receives has pages 100 to 145 torn out. What can I do? Tell your Jobber to stop tearing out the pages. Fire your Jobber!

Cynical Response: It often is the case that a library order is received at a Jobber for a publisher who is unknown, unfriendly

or just unaccommodating. These orders can take a long time to forward to the publisher. When, and if, the library claims them the Jobber quickly places the order. Some time later, the order comes back requesting prepayment. More delay while this request is processed. The seasons turn. A year, or more, goes by. The library customer is fed up and wishes to free-up the funds dedicated to this ancient order. The jobber caught on the horns of his/her procrastination is as unwilling to cancel the order as he/she was to expedite the order in the first place. Like the abusive parent crying out for the return of his/her battered child when faced with the loss of custody, the Jobber now refuses to give up what was originally scorned. Is it even possible that the order was not placed/prepaid until the library sought to cancel? Fie on any who would believe such a calumny!

Is it really credible that a Jobber can stay in business by mailing out checks for materials not guarding its money? Just how rich are they? A full year and still no book? In that case let me make Total Information the designated non-fulfilling source for all orders requiring prepayment. We guarantee not to ship. We won't refund your money. But you will have a warm place in our hearts as we recline at our quaint villa on the Cote d'Azur.

What Happens at Total Information?

Here at Total the money used to prepay orders is mine! If I wasn't using it to serve this part of my customers requirements I could take a vacation, go to dinner, buy a new suit or just keep it in the bank. I care a lot about what happens to my money.

We have a purchasing program that lists more than 15,000 publishers. It is one of the most valuable assets of this firm. Compiled over twenty years, it tells us all kinds of things about each publisher. One of the things it tells us is whether this publisher should be prepaid. In most cases, they require prepayment because they are not a commercial publisher with a fully articulated accounts receivable and credit department. In some cases, we have determined that prepaying a purchase order greatly improves the speed of fulfillment, or increases our discount enough to justify the allocation of funds required. When

continued on page 65

- **GOVERNMENT PUBLICATIONS**
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Group Therapy from page 64

the orders are printed every day, all orders marked "Prepayment Required" are separated and sent to our prepayment expert. This person is the second most experienced bookseller at Total Information (over twenty years in the business). Every order is processed before it is sent. The publisher is contacted by phone or fax. Only those items currently available are ordered. Pricing is confirmed on the day the order is sent. No back orders are allowed. Almost all our prepayments are charged to one of our credit cards. (This allows us to object to any charge for material not received). The publisher gets his/her money at once. The material ships quickly. Items not available are tickled for reordering, and the customer notified.

Currently we are prepaying almost 20% of our total purchases. Only gross mismanagement could explain the type of service that Brian is talking about.

RESPONSE:
(Submitted by **Ann Revelt**,
Sales Director, Franklin Books)

It is the vendor's responsibility to succinctly articulate the basis of the business relationship governing the transactions


between the Library and the supplier. Franklin's training program for both outside sales personnel and customer service staff members includes adequate reference to the non-returnables policy regarding prepaid items and foreign acquisitions. Our advertising literature outlines the limited exclusions for foreign and prepaid acquisitions from our liberal returns policy. Problems do arise when the acquirer does not recall the limitations of the returns policy. All businesses develop, or should develop, policies to regulate relationships between itself and others: customers, staff, suppliers, etc. Company business policies normally reflect a sensitivity to the needs of both the business and the customer, though in some cases conflicts do exist. Librarians would like to be able to cancel and return everything. The inability to obtain refunds, return costs, and publisher restocking charges act to deter the distributor's ability to accommodate the librarian.

Fewer than 3% of Franklin's publishers require prepayment for orders. Many of our prepaid suppliers have a no return policy. In some cases the supplier has an artificially higher shipping/handling charge. If the vendor does accept a cancellation, Franklin may receive credit for the value of the book but loses the vendor shipping/handling charges and the costs

Franklin incurred to return the book. Refunds are abnormal, with the publishers issuing a credit to be used against future acquisitions. In addition, the publisher may impose a restocking charge as high as 25%.

Franklin faces the same problem with the foreign vendor as it faces with the prepaid vendor, with two additional hurdles to overcome. The first hurdle is the excessive costs undertaken to ship a book to a foreign country. The second hurdle is the damages which occur in shipping. Excessive rough handling during shipping to a foreign country requires full insurance coverage, thus we incur even greater return shipping costs.

The rhetorical question which arises is who should be responsible for costs incurred by the distributor for the library's cancellation. For most cases, except where the restocking charge is particularly burdensome, Franklin has absorbed these costs.

In order to keep the library fully informed of Franklin's policies, we upon the receipt of a foreign order or prepaid order, generate an informational message to the library indicating that the item is non-cancelable. When more than \$75.00 is to be expended for a prepaid item, we call the library to confirm the order. Franklin's invoices highlight the non-returnable item. 

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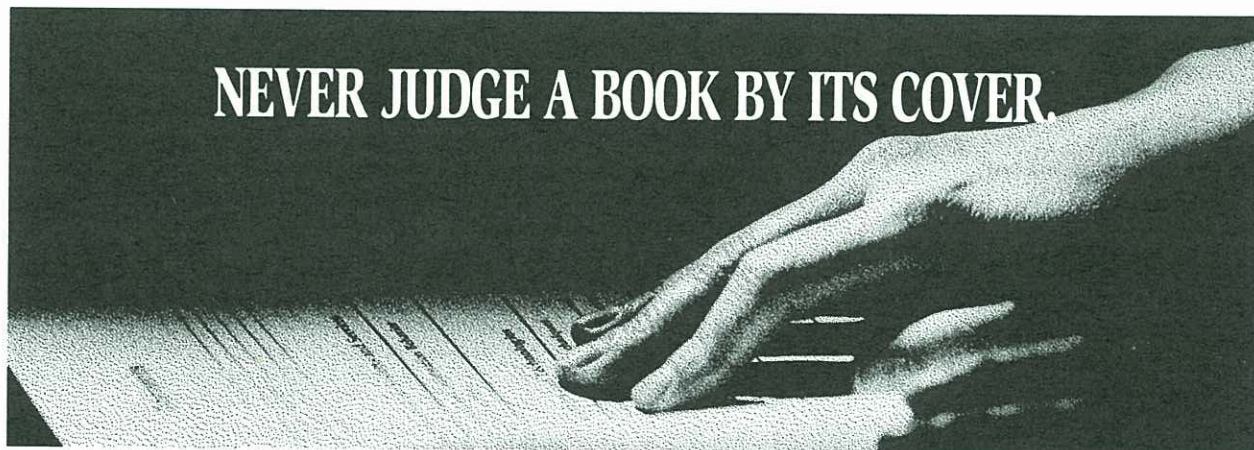


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On The Street

How Do You Use Book Reviews?

Column Editor: **Eamon Fennessy**, <EFENNESSY@worldnet.att.net>

With this issue, our lead Column Editor for "On the Street" changes over to **Eamon Fennessy**. It's thanks all around. Thanks to **Barbara Dean** and **Anne Jennings** who edited this column for the past several years and thanks again to **Eamon Fennessy** for taking it over now. And thanks to all of you for answering the questions! Send comments to **Eamon Fennessy** at Internet: <EFENNESSY@worldnet.att.net> — KS

by **Eamon T. Fennessy**

(The Copyright Group),

Linda Albright

(Winthrop University),

and

Kathern J. Miraglia

(Catholic University of America)

Have you ever wondered how your colleagues would handle an issue that has been bugging you? Have you thought about a part of your professional responsibilities, decided you didn't have time to address it and shoved it aside to attack something "more important?" You're not alone. This edition of "On The Street" may help in both instances. **Linda Albright** of Winthrop University, **Kathy Miraglia** of the Catholic University of America and yours truly, **Eamon Fennessy** of The Copyright Group came up with three questions about the use of Book Reviews.

(1) What are your sources for Book Reviews?

(2) Are you using Book Reviews more, or less, than in the past, and is that due to declining book budgets?

(3) Do you yourself generate Book Reviews for scholarly and trade journals?

We put these queries on ACQNET, thanks to **Eleanor Cook** of Appalachian State, and quickly received almost two dozen answers. Here are the results.

The very first question (What are your sources for book reviews) presented the most interesting answers. The respondents broke down this way: individuals from one Canadian library, one independent library, eight small liberal arts colleges, four large liberal arts schools, five smaller state institutions, and three larger state universities. *Choice* was the top-cited title, with the *New York Times Book Review* second.

90% of libraries used *Choice*, with more than half of the librarians using the *New York Times Book Review*. Just under half of the libraries mentioned *Library Journal*, with *Booklist*, *Publishers Weekly*, *TLS* and the *New York Review of Books* all bunched together and used by about a third of the librarians.

Beyond these sources the most interesting aspect to me were the six Web citations: *Rettig on Reference* (2), *Amazon.com Web Pages*, *SIAM Book Review*, *Ivans Peterson's Mathland*, and the *MAA Web Site*, one each. Do more of you use the Web and just forgot to mention it? Two citations were received for each of the following: *Small Press Review*, *School Library Journal*, and *Women's Review of Books*.

Surprising to me, *Chronicle*, *Voice of Youth Advocate*, *Multicultural Review*, *Bulletin of the Center for Children's Books*, *London Review*, *World Literature Today*, *Appraisal*, *Hungry Mind Review*, *Bulletin of The Mathematical Society*, *Mathematics Intelligence*, the *New Yorker*, *Telecommunications Electronic Review*, *Horn Book Guide*, *Language Arts*, *English Teacher*, and one CD (*BIP Plus*) were mentioned only once by librarians. Though not widely cited, these evidently filled a need for certain institutions. (*The*



Chronicle ...only once?) Perhaps the mention of some of these less-cited titles may remind you to use them.

Answers to the second question (are you using book reviews more or less than in the past) were also interesting. Half of the libraries reported that they have not changed their use of reviews when budgets changed, but about a third used reviews less because of finances, and the rest have increased use of reviews. What do you make of this?

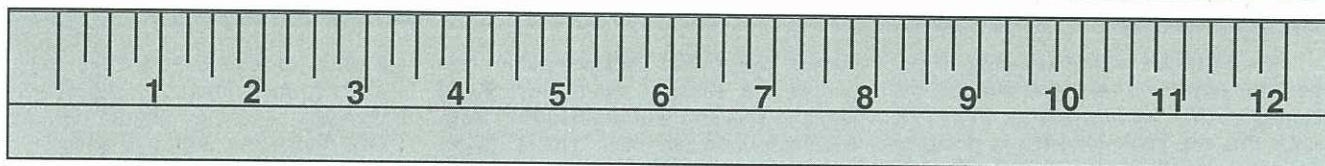
One out of every five librarians state they contribute reviews and almost all of these contributed to at least two journals. *Library Journal* and *Choice* were mentioned most. (Time seemed to be the restraint for not being more active in generating reviews.)

The following were among those participating in this survey:

Margaret Benson, Linfield College
Mia Brazill, Smith College
Eric Carpenter, Oberlin College
Lauren Corbett, Queens College (Charlotte, NC)
Nancy Day, Linda Hall Library
Rebecca Drummond, Georgia State University
Peter Duchesne, Canada
Jane Fitzpatrick, SUNY Maritime
Steve Hardin, Indiana State University
Stan Hodge, Ball State University
Jill Long, Claremont College
Betty Oktay, Vassar
Bob Schriek, Seton Hall University
Melissa Stearn, Franklin Pierce College
Jey A. Wann, Oregon State Library

P.S. Several more librarians participated but I hesitate to mention them without permission. We'll address this better in the future. Thanks to all who contributed. We will look forward to more participation in the next edition of "On The Street." Are there topics you think should be addressed? Let me know. <efennessy@worldnet.att.net>

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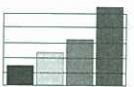
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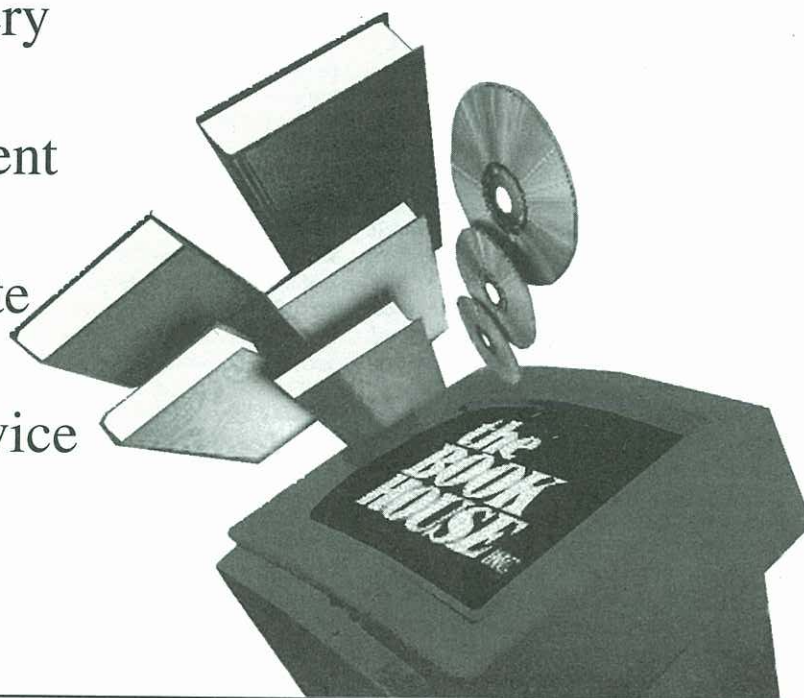
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Papa Lyman Remembers

More Remembering — Publisher Archives, Part II

by **Lyman Newlin** (Book Trade Counsellor) <broadwater@agis.ag.net>



Just when we were beginning to believe the naysayers (me included) and the stories in *The Nation*, March 17, 1997, issue that the book industry is going to hell in a handbasket, some good news bids us hold off final judgment. **Patricia Schroeder**, retired Colorado Congresswoman, has accepted the position of president and CEO of the **Association of American Publishers**. This is not to say that this great and remarkable woman can do the job alone but her appointment is certainly salve for the wounds inflicted by the megaconglomerates who are seizing the larger trade publishers. I have long followed Ms. Schroeder in the news and TV. At the February 1996 meeting of the **Professional Scholarly Publishing Division of AAP** I had the pleasure of hearing her as the main speaker of the meeting and the privilege of meeting after her speech. In preparing this clip I consulted *Who's Who In America*, 1996, and learned to my great joy two reasons which helped Pat Schroeder on her way. a) She was born in Portland, OR. b) She graduated magna cum laude from the **University of Minnesota**. You can't beat that combination of vicinages!

Two recent arrivals in the mail almost side tracked my **Papa Lyman** column for this issue of *ATG*. First was a questionnaire from the **Book Industry Study Group** of which I am a member. Its first two, and obviously most important, questions were "What do you see as the cause (or causes) of excessive returns?" and "What solution(s) would you propose?" I fired off a combined answer of about 200 words by return mail.

Having vented my strong beliefs I decided to cool down and reached for my copy of *The Nation* for March 17, 1997. (Why does this eminent seeker-of-the-truth magazine post date two weeks?) The front cover in bright colors proclaims this issue to be "The National Entertainment State II" below humongous type with the scary banner that inside we can read about "THE CRUSHING POWER OF BIG PUBLISHING." I take some pride in stating that my 200-word answer to BISG was a fair abstract of what several *Nation* writers had to say. These writers are even more unkind to the megaconglomerates than I am. There is a great fold-out chart of these biggies on pages 23-26. Why the **Thomson Group** is not included I can't understand. Perhaps it is because *The Nation's* authors seem to be mostly concerned with "trade"

houses. Along with Thomson some other megas are omitted including **Reed Elsevier Inc.** and **Wolters Kluwer Corp.** Although these and other "global" giants are not known to be concerned (at least for the present) with trade publisher acquisitions, it is a certainty that the crushing power tricks of the trade giants will be borrowed by some or all of these "scholarly" behemoths.

Enough. I will now move on with the subject of this Papa Lyman column: Publishers' archives. Perhaps these two items (above) just underscore the need for the archives that I first spoke of in the last issue of *ATG* (v.9#1, February 1997, page 76). First I would like to revise the paragraph I wrote about **Little Brown** in my February column. I intended to state that **Atlantic Monthly Press** was associated with **Little Brown** for over fifty years and that some of the successful authors I mentioned were clients of *Atlantic Monthly*, which was (and still is) one of the prominent American literary journals.

For the rest of this column I have alphabetically run through the 1969-70 edition of *Literary Marketplace* from which I am selecting names of publishers who were/are important to the trade according to my experience as a bookseller. **Arco Publishing Company** was a most prolific publisher of guide books to prepare for civil service jobs. Its president was **Milton Gladstone** who was a super marketer. His line to me, when I was a buyer at **Kroch's** was "my father keeps asking me why I can't get our books into your store." Finally this pressure and an excellent sales rep for the Chicago area convinced us. Our sales were very substantial and profitable. You won't find many Arco titles in academic libraries but a few of them should be studied by ambitious writers who are in search of complete publisher archival materials. **Prentice Hall** eventually absorbed Arco. I find Arco in *LMP-1997* under **Simon & Schuster Macmillan General Reference USA** division. I didn't have the time or the patience to inquire as to what, if any, Arco titles are currently available ...

One cannot embark on the subject of successful self-help publishing without comment on **Cliffs Notes**. First because this is one of the most successful publishing phenomena of the second half of our century. Controversial, yes. Despised by hundreds of literature teachers in their earlier years, **Cliffs Notes** eventually became

standard stock in most college stores as well as in most bookstore paperback departments. Archives should abound in **Cliffs Notes Inc.** office in Lincoln, Nebraska. **Clifton K. Hillegass**, the founder (1958) and still CEO has been my friend since we were young college book travelers in the 1940s. He is a Renaissance Man, if ever I knew one. His private collection of books is catholic. His collection of western American art is noteworthy. He has been, in the words of **Joan Giesecke**, dean of the University of Nebraska Libraries, "a true friend." I am certain that a similar comment could be made by officials of any literary, historical, yea sports organization in Lincoln. I'm still waiting for word that he has painted his house red and white, the colors of Nebraska's Cornhuskers ...

Congressional Quarterly Books, founded in 1945, located in Washington, DC, certainly should have some interesting archival material. I write this in spite of the fact that CQB has never been too cooperative with booksellers. Much of their material is sent on a continuation basis to schools and libraries. All hope is not lost: at present book dealers are under consideration by **Kathryn Suarez**, marketing director, for some cooperative selling. Kathryn is a College of Charleston Conference alumna and plans to attend next November ... **Marcel Dekker Inc.**, founded in 1963, is one of the premier publishers of reference books for academics in the hard sciences as well as some of the softer ones, if I may use that term in connection with books for humanities, business management and library/information scholars. The founder, Marcel, came from a publishing family. His father, **Maurits**, was a founder, with **Eric Proskauer**, of **Interscience Publishers**, which company merged with **John Wiley & Sons** in 1961 ... **Gale Research Co.**, is a most important reference publisher. This prolific producer of directories was founded by **Frederick G. Ruffner, Jr.** in 1954, just in time to become a vital publisher of reference books in the expanding academic library market of the 1960s. If no archival material is found under the **Thomson Information Publishing Group**, which now owns Gale, surely **Fred Ruffner**, now the president of **Omnigraphics Inc.** has archival material of importance to any researcher of publishing history. I note that *Omnigraphics*

continued on page 84

Issues in Vendor-Library Relations

The Lessons of Hawaii

Column Editors: **Judy Webster** (U. of Tennessee) <jdwebster@utk.edu>
and **Barry Fast** (Academic Book Center) <acbcbarry@attmail.com>

by **Barry Fast**
<acbcbarry@attmail.com>

The B&T/Hawaii outsourcing controversy reminds me of my friends who are getting divorced. The soon to be ex-husband and I went for a walk in the woods a few weeks ago. It was painful. He told me of all the years of disappointment, the lack of emotional support from his wife, her self involvement and bad habits. I've always liked him so I felt badly about all. He had missed in his marriage. A few weeks later, I had lunch with the soon-to-be ex-wife. She told me of all her years of disappointment, the lack of emotional support from her husband, his single-minded devotion to his work over his family. I like her too, and the lunch was so sad I didn't feel like eating (and when I don't want to eat it is serious indeed).

Two decent people with two separate, but equally sad, stories. It's happened to many of us, but for outside observers like me, the reality of their lives is known only to them. I certainly can't judge by listening to them describe the elements of their breakup because the descriptions from each of them are completely believable and totally at odds with each other's. They are both true.

Reading accounts of the B&T/Hawaii outsourcing controversy has a similar effect on me. Without knowing all the facts, all the people involved, and the history in detail, I am uncomfortable passing judgment, certainly at this stage and at this distance. The suffering is real, though, and one can't help but feel genuine empathy for the librarians who have been demeaned, whether intentionally or through insensitivity, for the people at B&T who have found themselves consumed by this controversy, and even for the people who drove this process. How many of us, with the best of intentions, have tried to solve a problem only to find that our solutions were dumb, or even worse, caused other people pain. And not just in our professional lives. If we are smart though, over time we learn from our own mistakes and from watching others, and we make these bad decisions less frequently.

What can we learn from the Hawaii experience? Here are few observations that seem apparent, at least in hindsight:

- You can't force change: It is easy for managers, especially in traditionally hierarchical organizations, to believe that change can be instituted from the top down.


Maybe for a little while, and maybe for a partial change, it can, but often it's an illusion. If you want to change the way an organization operates, you have to start at the bottom of the hierarchical management and supervisory structure, and work your way up. There must be a buy-in process all along the chain. It takes time and patience and is hallmarked by respect for peoples' positions in the hierarchy and their viewpoints. If not, people justifiably feel threatened, frightened, or angry. If your change solution is the right one, most people will understand it and buy into it if you make them feel, genuinely, part of the process.

- There are rarely simple solutions: The simpler the solution to a problem looks, the more dangerous it is. If you awake in the middle of the night with the solution plainly in front of you, you forgot something, maybe a lot. There are elegant solutions, but no simple solutions. Any solution involving people and their work (read that as sense of worth) is by definition complex and will take time to implement. Don't be seduced by your own brilliance. That's just your ego.

- Private industry can do anything better and more efficiently than public organizations or government: Private industry can do some things better than government or public organizations, but there is plenty that government can and does do better. (This is why I dislike Rush Limbaugh, the master of simple sounding solutions, sorry if you're offended). Take libraries as just one example. Libraries are better because they are public, because they are the embodiment of public service. There are some things that can be done more effectively or efficiently within libraries by private companies, but the institutions themselves are a great example of government run, high performance, best bang for the buck organizations. Same for cops and firefighters. And the thought of a privately-run military is chilling. That doesn't mean that some infrastructure functions can't be better performed within the military by private companies, but the management, ethos and intellectual underpinnings are best when run by the government, our democratic government. And I worry about the privatization of hospitals and the profit motive in treating sick and poor people. There is a balance between private and public institutions in the operation of our society, but there is no obvious simple answer.

- The customer is not always right: As vendors our customers are buying not only our books but our expertise. This means we sometimes know things they don't know. In our rush to please, "to be of service," we can accidentally cause of host of problems. If we are working with our customer on a complex project we have to know when and how to say "no" or "wait a minute, let's really examine this." If we don't use our expertise and experience, we are short-changing the customer.

- Know who the customer is: Sometimes our apparent customer is a surrogate for a larger organization. An acquisitions librarian may be our apparent customer, but the real customer is the library and the public it serves. It is the vendor's responsibility to work with the acquisitions librarian for the benefit of the real customer, the library and its community. Sometimes the apparent and real customer are in sync, and sometimes not. We have to know the difference.

- Respect differences and listen: It is easy to confuse objections with obstruction. People communicate in different styles, and some don't do it very well. But what they have to say may be important. As we work together on complicated projects, recognize that some objections, even if not well-stated, have validity. Our cultural and gender differences have the potential to interfere with communication. They also have the potential to bring different experiences and viewpoints together, creating an environment where the project benefits because of those differences. For a project to be successful mutual respect has to be institutionalized. This is not just a feel good factor; it is the essence of teamwork. 



Acquiring Minds Want To Know

The "Fulltext" Question: A Study in Progress

Column Editor: **Joyce L. Ogburn** (AUL for Information Resources and Systems, Old Dominion University Library, Norfolk VA 23529; phone 804-683-4189; fax 804-683-5767 <ogburn@lib.odu.edu>)

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The question of electronic access to journal literature is a critical one for libraries. Libraries are presented with two options for users: electronic journals or electronic fulltext. In approaching the question of whether electronic fulltext is a viable means of accessing journal literature, we systematically examined selected journal issues available both in print in our library and in fulltext through IAC's Expanded Academic ASAP fulltext database. Our sample involved looking at two issues from each of 75 journal titles (150 issues in all) with a balance of 25 titles from each broad subject division: Arts and Humanities, Social Sciences, and Sciences.

Initially we compared tables of contents listings with the items indexed in the database to determine the extent of the fulltext coverage. It became apparent that this could not be a case of comparing numbers only because tables of contents are not indexes and vice versa. We expanded our analysis to an item by item comparison which showed interesting discrepancies between the formats, including the handling of book reviews, columns, references, editorials, letters, title variations, and other content differences. In many cases complete articles or major pieces of the article contents were missing in the fulltext database.

Another area of concern is the presence or absence of illustrations. Our initial work was conducted in a character-based environment using a telnet program which provided no illustrations at all. This concerned us as the content of many articles is severely undermined by the lack of important graphs, pictures, tables, diagrams, etc. In the middle of our study, IAC released their Web-based version which includes graphics retrievable in multiple forms. This alleviated one of the major flaws with fulltext that we reported on in a poster session presented at the ALA Annual Conference in New York, July 8, 1996. However, most of the fulltext

products from other vendors do not currently provide illustrations.

Traditional expectations of access to journal literature include prompt delivery, complete contents, no missing pages or issues, easy access, and relevance to a particular library's collection. At the time of our research, 43% of the most recent issues from our sample titles were indexed but not yet available in fulltext, even though the print issues had been received by our institution. We quickly became frustrated by the missing pieces and discovered gaps that involved whole issues, not just articles! This problem is prevalent in the fulltext environment and is not limited to IAC's databases. Access involves both technical and training issues too numerous to expand upon here. Currently, fulltext is only available as all-or-nothing. Journal



titles included as fulltext are determined by the vendor and dependent on their relationships with publishers. Libraries don't have title by title choice. The control over journal selection and retention shifts in the fulltext world from librarians and users to the publishers and vendors.

In this new paradigm the vendors are the vulnerable partner. They are caught between publishers' constraints and librarians' ill-defined expectations. We as professionals have to define and clarify our expectations of fulltext delivery. As representatives of diverse communities with differing needs, we must be able to make choices of materials to support our users. We need to assess and understand how people use journal literature and how value is assigned to journal information. Further, we need a mechanism to effectively convey this knowledge to our partners, the publishers and vendors of periodical literature.

A brief review of the literature indicates that economics are a strong factor contributing to publishers' decisions on what to release to vendors as fulltext. If economics are a driving force, how does this affect traditional methods of collection development which are based on qual-

ity and content? Can librarians be comfortable with the risk of moving substantial resources to fulltext databases without participating more fully in the selection and evaluation of the contents and retrieval methods? Our study shows that fulltext access is not the equivalent of print journal subscriptions. Fulltext article databases are primarily bibliographic indexes to which selected fulltext articles have been added. Currently the only electronic equivalent of a print journal is an electronic journal. This places responsibility on publishers, vendors, and librarians to clarify the fulltext vision.

We have noticed that there is a lack of communication about the meaning of the term fulltext. Publishers must be open about contractual and copyright agreements with vendors. Vendors must provide accurate information about the contents of their fulltext products to their customers. Librarians must understand the behavior patterns and needs of their users and must convey this information appropriately to vendors and publishers. They must also recognize the constraints inherent in the publishing business.

The information that we would find useful includes disclosure of any limitations within publisher-vendor contracts. Restrictions on syndicated columns, articles reprinted from other publications, individually copyrighted illustrations, and intellectual ownership of specific information should be clearly indicated to all parties. Information should be provided on fulltext release timing and on any publication changes including individual title additions/cessations and frequency of issues. Ideally, editorial staff and policies, author credentials, journal statements of purpose, and other relevant publication data would be easily accessible to users of any fulltext system. These observations point to the need for the publisher-vendor-librarian triad to collaboratively develop a more accurate and descriptive term to replace the misnomer "fulltext".

Column Editor's Note: The authors will be presenting a workshop entitled "FULL-TEXT" Access Evaluation: Are We Getting the REAL Thing?" at the Annual Meeting of NASIG in Ann Arbor (May 29-June 1, 1997) where they will review their findings and present a model for assessing the value of fulltext access. The authors also plan to publish their full results. — JAO

Biz of Acq

COIN — Columbia Online Information Network

Column Editor: Jack G. Montgomery (Technical Services and Collection Management Librarian, Law Library, U. of Missouri- Columbia)
<MONTGOMERY@law.missouri.edu>



Column Editor's note: Many academic and public libraries have or are contemplating the establishment of a local information network. I thought it would be valuable to hear how such programs are orchestrated. I first heard Ms. McLeod speak at a regional depository meeting on this topic and realized she had a valuable story to tell.

COIN, or the Trials and Triumphs of Setting up an Online Community Resource

by Marilyn McLeod
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The **Columbia Online Information Network (COIN)** is a community information network established in 1993 for residents of a three-county area in Mid-Missouri. The project, the first in the state, began as a result of extensive discussions over several months among a variety of agencies based in Columbia, Missouri.

Partners in the project from the beginning were the city (Columbia) government, the local school district (Columbia Public Schools), the local public library (Daniel Boone Regional Library) and the University of Missouri. Other agencies have since joined in, including the county (Boone) government.

Up until this collaboration, I do not believe that these publicly-supported agencies had ever worked together in our area on a project with this scope. This may be one of the most exciting elements of the project: that a large number of disparate organizations with their own missions could work together so successfully. It probably needs to be said that, from the beginning, the enthusiasm, goodwill and dedication of the individuals* working on setting up the project were the key factors in its success. These people were convinced that this joint project could work. They were able to convince their respective agencies that a financial contribution would be of benefit to both their organiza-

tion and to the community as a whole.

The planning team met for several months to work out the logistics. This included developing the concept, deciding which services to provide and to whom, determining the technical needs, determining the financial structure as well as making the necessary decisions on the administration of the project and the staffing it would require.

Each of the agencies agreed to contribute a part of the funding, either in actual dollars or as in-kind contributions (e.g., the use of the software and technical support came from the University of Missouri Special Projects Group). The Library, in keeping with its mission as a key provider of access to information for the entire community, as well as the agency with the most open hours, offered to serve as the front end headquarters of the project. All of the agencies involved were tax-supported entities, therefore, tax dollars were being used to fund the project. An executive board would be set up with a representative from each of the cooperating agencies.

Because the Library is a regional system that covers a three-county area, the other Columbia-based entities agreed to the wider geographic scope with the expectation that other cities and counties within the Library's service area would eventually sign on.

It was decided that COIN would provide three principle services: (1) access to the Internet (originally available only in text format); (2) access to information provided by local government, schools, not-for-profit agencies and the like; and (3) email service.

COIN's first year budget was \$45,113 which purchased modem access equipment, a management workstation, the file server and printed materials. It also provided for staff: in the first year, funding was available only for a half-time position. Because of our role as the principle point of access to information for the community, the Library contributed additional staffing up to 120 hours per week. Technical support was provided by the University of Missouri-Columbia.

When the system came up in May 1993, the response was beyond any of our expectations. Since the University of Mis-

souri, which accounts for a third of the population of Columbia, had its own Internet/email system, we did not anticipate that the demand from the public would be as great as it was. In fact, as popular and as heavily used as our public library is, we had never seen such an immediate demand for any service as this, not even at tax-form time. City, county and agency officials who had probably never been to the library headquarters at the same time attended an electronic ribbon-cutting which opened the system. The media attention was very intense but generally positive. The success taught us something about the power of technology to impress the public.

The Library agreed to take on the project and to contribute staff time because we felt that this was a logical role for us to take. What came as a surprise was the level of demand on both the system and the library staff, which originally caused us some growing pains.

For example, individuals needed to sign up for an account to be able to use all the services, and there was no cost for an account: a person just needed to fill out an application form. (We had to use paper applications rather than electronic registration because the local public schools were a partner in the project and they required a parental signature giving approval for their child.) All that was asked was a stamped, self-addressed envelope. Without an account, anyone could log on as a guest, but this would limit their use essentially to being able to just view local data. A decision was made not to place any limits on who would be able to have an account, i.e., anyone anywhere could get a COIN account and could therefore do email, and there was no charge for this service. Of course, if a person lived long distance from this area, they would encumber long-distance telephone calls; but, individuals who could telnet to COIN could use the email service for free. This had interesting repercussions. Overnight, or so it seemed, the word went out over the Internet about the availability of free email service, so COIN was bombarded with applications.

The demand on staff was tremendous,
continued on page 72

as you can imagine. Each application had to be processed, a password generated, a form and explanatory information mailed out. Many people did not include a SASE, which may seem like a small problem — but not when you have over 8,000 people registering within the first year. Although a free service, people would call from other states (which were obviously not contributing any funds) and leave a message and expect COIN staff to return the call — also long distance — to explain how to log-in, for example.

Individuals who had never used a computer before would call and ask us how to set up their new computer and how to use it. As librarians, we were never expected to read to people or teach them how to read, but as providers of a new technological resource, users expected us to take over when the computer or software companies were not doing their part.

Some individuals thought that it was a free service, would dial-in long-distance, and then be shocked that they had incurred phone charges. People still call long-distance from places not within our service area and wonder why we don't provide an 800-number access to COIN for them, not understanding the costs involved.

Since the Library was the headquarters for the project, our front-line reference staff were bombarded with a new variety of questions — relating to the technical end of COIN or dealing with individuals competing for time on the public computers, wanting to CHAT for eight hours at a time.

To meet the large number of questions we were getting about the system and how to use it, the Library began offering instructional sessions. We now offer a drop-in session (a Q&A) each week as well as a weekly evening session on some aspect of using COIN or the Internet.

Other than an automatic one-hour online session time limit (when the system would automatically log-off), there were no limits by day or month for usage. An individual could re-dial immediately into the system, so the demand on the modem pool was beyond any of the originally projected expectations. Because of this demand and the need to add more modems, COIN began to get a reputation for always having a busy signal. And, of course, as with any new system, it will go down from time to time.

All signs of growing pains. We knew that we had a very successful project and that it was due to its success that the demands were so great. Since funding was limited by the amount each agency had agreed to contribute, the COIN Board

opted to do fundraising — in this case, asking the users to contribute as best they could to increase the modem pools. A Friends of COIN group was formed. COIN celebrated its first anniversary with a birthday fund-raiser which drew hundreds of people and raised \$25,000, which was used principally to purchase additional hardware to improve our service.

In the intervening few years, we have increased our modem pools to a level that now seems to handle the demands of our public, except in peak usage periods which we could probably never accommodate. Rarely do we get complaints anymore about busy signals, and rarely does the system go down. At the library, we finally decided to set some time restrictions on individual use of the limited number of public computers which has made our job a lot easier. No more eight-hour marathon CHAT sessions or fist fights among the patrons who wanted a turn on the computers.

By 1995, COIN staffing was being provided through a management contract with the Library. COIN's budget has increased to provide two full-time positions dedicated to COIN activities although the Library continues to contribute many hours of staff time. The University of Missouri-Columbia Campus Computing Department continues to provide technical support and to house COIN's server and the Columbia modem pool.

A year ago, the COIN Board decided to offer SLIP and PPP access, the graphical interface with the World Wide Web, to its users. After much debate, it was decided that individuals wanting SLIP would be able to receive it by making a donation of at least \$75 to the Friends of COIN. In contrast to the original offer of free email to anyone, this service is limited to residents of our three-county service area only. Their annual donation of \$75 provides 90 hours a month of SLIP/PPP access, in addition to their basic unlimited COIN service. We chose not to offer browsing software, because the licensing was too expensive. Other COIN users who opted to stay with the basic text-based version would still receive free service. At this time, over 600 individuals have added SLIP, and we have had over 850 donors to COIN during the past year. We expect to almost double our modem pool to about 165.

We have been working on developing local information files, offering free homepages to local nonprofit organizations. We have found that developing the local information is a slower process than one would hope. We have been making contacts with individual agencies, giving demonstrations, trying to show them the benefits of having their information available through the Internet. The COIN staff train designated organizational represen-

tatives to design and maintain their own homepages.

COIN's budget is healthy and able to grow. We know that some community networks sell space for personal homepages, but the COIN Board has chosen not to raise funds in that way. Because of the Library's input, we feel this network would be better served by building local organizational resources than by vanity pages. Nor do we charge people from outside our service area if they should want a regular COIN account (although this is something the COIN Board may be looking at).

Since its beginning in 1993, over 17,000 people have registered for COIN accounts, and there are currently over 10,000 active users. Any difficulties we have faced have actually been a result of the success of the project and of the huge demand for this service. As the pilot project for the State, beginning at ground zero, we encountered and dealt with many unexpected challenges which have been faced and met. Certainly there will be more challenges.

Summary

In summary, what have we learned from this experience?

— If possible, consider a collaborative project with other agencies in your area. This can have many positive effects including shared funding, brain power, technical expertise, public interest. This new shared interest could bring together organizations that never worked together before.


— If your library is the front end of a similar project, be prepared! This will take trained staff ready to deal with the demands of the technology as well as the people.

— Plan for training sessions for the public.

— Set parameters for role of staff in regard to service to the public. (For example, should they be expected to configure people's home computers.)

— Have up-to-date computer equipment and printers for the public. (We really didn't and it complicated our lives more than necessary.)

— Unless you have many commercial Internet providers in your area, expect a large response.

We are proud to say that COIN was the first community network in Missouri and that since then several others have followed and have been very successful in their communities. This year, the Missouri State Legislature approved three million dollars to help establish additional community networks across the state. Knowing Missouri's "show-me" reputation, and how difficult it is to convince the State Legislature to appropriate funds for new projects, we are particularly proud of COIN. 

DOC AQUIS

Brodart's TIPS

Column Editors: **Elsie Pritchard** (Morehead State U.) and **Winn Theirl** (U. of Kentucky Medical Center)

Send comments, information, etc. to the editors — **Elsie Pritchard**, Camden-Carroll Library, Morehead State U., Morehead, KY 40351. FAX (606)783-5037 <e.pritch@morehead-st.edu> or **Winn Theirl**, Chandler Medical Center Library, U. of Kentucky, Lexington, KY 40536-0084. FAX (606)323-6805 <mclébt@pop.uky.edu>

With this issue of *Against the Grain*, **Barbara Hale** and **Mary McLaren** pass along the Doc Aquis column to **Elsie Pritchard** of Morehead State University and **Winn Theirl** of the University of Kentucky Medical Center libraries. Our thanks to **Elsie** and **Winn** for agreeing to take over the column for the coming year in order to allow **Barb** and **Mary** to devote more time to some major projects in 1997, including the move to their new library building! And special thanks go to **Barb** and **Mary** for their creation and long association and hard work on Doc Aquis! — KS

Hello Readers! Let us introduce ourselves .. Perhaps you've already noticed that there are a couple of new names under the Column Editors heading in Doc Aquis. **Barb Hale** and **Mary McLaren**, previous column editors, have taken a temporary leave from the column for the year in order to work on some major projects, including the move to a new library building! Filling in during 1997 will be **Elsie Pritchard** of Morehead State University and **Winn Theirl** of the University of Kentucky Medical Center Library. We're excited about the year ahead and look forward to reporting to you the news and developments relating to acquisitions and document delivery. Now that you've met us, read on for our first report!

Brodart's TIPS

by **Elsie Pritchard**
(Assistant Director for Technical
Services, and Automation,
Morehead State University)

Product Description

In 1996, Brodart began beta testing an academic version of TIPS (Title Information Preview Service), a product which allows libraries to receive selection lists with fulltext reviews and bibliographic information, custom profiled to each library's needs. TIPS was originally marketed to public libraries starting in 1993, and it now has over 100 public and school

library subscribers and eight academic beta test sites. TIPS permits profiling by such criteria as reviewing, journal, publisher, series, author, subject, and media. Libraries have the option of receiving fulltext reviews from *Choice*, *Kirkus*, *Library Journal*, *Publishers Weekly*, and *School Library Journal*. Libraries can also choose to receive citations only for titles which were reviewed in the *New York Times Book Review*. For titles which are not reviewed, Brodart can provide bibliographic citations from its own file.

With TIPS, libraries can eliminate duplicates from one list to the next, and they can choose to see titles only after the titles have been reviewed a certain number of times. Libraries can also request pre-publication notification. Brodart offers a "selection window" which will give a title a certain length of time in which to accumulate reviews, before it appears on TIPS.

Lists come on paper or in electronic format (MARC or ASCII). Libraries using Brodart's **PC Rose** software for electronic ordering can choose to receive TIPS in PC Rose format. TIPS can be viewed or downloaded from Brodart's bulletin board, or libraries can receive the list on disk. Frequency can be weekly, bimonthly, monthly, or quarterly. The cost for TIPS varies with the options chosen. Libraries must pay a basic charge for each profile, and the cost increases if fulltext review journals are included. The basic charge varies by library size and type. A new profile must be set up for each list.

Library Experiences with TIPS

by **Elsie Pritchard**
(Assistant Director for Technical
Services, and Automation,
Morehead State University)

Brodart provided me with the names of some academic users of TIPS, and I contacted three librarians who generously shared their individual experiences. I talked to **Bob Johnston**, Acting Director of **Pennsylvania College of Technology** in Williamsport, a technical college offering both associate and baccalaureate de-



grees. Penn College Library has 66,800 volumes and a professional staff of five librarians. Penn College has been using TIPS on a trial basis for several months, initially because of the *Choice* reviews (which they have been receiving on cards for some time), as well as the reviews from other journals. The ability to set up special subject and age level profiles was also appealing to them. Johnston said they opted to receive reviews from *Choice*, *Library Journal*, and *Booklist*, and also bibliographic citations for unreviewed titles. After experimenting with the MARC and ASCII formats, they decided to receive TIPS in paper only. The library's online system, **SIRSI**, did not readily accept TIPS records, although Mr. Johnston does feel that the records could be loaded if more time could be devoted to working out problems. He also tried to use TIPS from a file on his workstation, but he found it too massive.

Librarians at Penn College receive the reviews divided into five broad subject areas based on LC classification number,

continued on page 74

DOC AQUIS from page 73

one for each librarian involved in selecting. When the library is ready to order, the Acquisitions Department sometimes uses PC Rose software to check Brodart's database for title availability, although they are not using PC Rose for ordering. Mr. Johnston says that because they consider TIPS mainly as a replacement for *Choice*, they are retaining their subscription to the *Choice* cards during the evaluation period. While TIPS is more inclusive, it is also more expensive. They will continue to evaluate TIPS for several more months.

Another academic library using TIPS is The Cardinal Carter Library at King's College in London, Ontario. King's College, with 1,800 undergraduate students and 60 faculty, offers courses in the arts and social sciences and is affiliated with the University of Western Ontario. The Library has about 120,000 volumes. I communicated with Dr. John S. Clouston, Chief Librarian, who explained that "part of the purpose in trying out the TIPS programme has been to even out faculty selection, both quantitatively and qualitatively, and encourage greater participation by the three professional librarians in the selection process." The Library has been using TIPS since October 1996, initially as a beta test site. Dr. Clouston said that they were interested in TIPS because it offers several services — reviews, announcements, and ordering — by a single vendor.

Like Penn College, King's College is receiving reviews in paper format only. Dr. Clouston said that they haven't evaluated the MARC and ASCII formats, because the paper meets their needs very well. The paper list is routed to three librarians who mark their choices and send the list to Acquisitions for a holdings check. Orders are faxed to Brodart's office in Brantford, Ontario. Dr. Clouston originally hoped to order TIPS titles electronically from Brodart, but the library's system, *Dynix Horizon*, doesn't yet interface with Brodart. When King's College first started using TIPS, they chose to receive reviews and citations from *American Libraries*, *Library Journal*, *Publishers Weekly*, *Choice*, and *New York Times Book Review*. They immediately saw that this list was too much to handle, and they now receive only *Choice* and *New York Times*. They also set up a subject profile to tailor the list to their curriculum. The list is received twice a month.

Dr. Clouston noted that the TIPS subject thesaurus is currently more suitable for public and school libraries, but that Brodart is in the process of revising it for academic libraries. He also sees a need for Brodart to increase the number of systems

with which they interface for electronic ordering. King's College is pleased with TIPS and plans to continue using it.

Northern Illinois University (DeKalb, Illinois) is another TIPS beta test site. Northern Illinois is a large public university with an enrollment of 22,000. Tom Peters, Associate Director for Collections and Technical Services, says that "one way to think about the future of TIPS is that it could do for book reviews what approval plans did for book selection. The subject categories are not nearly as fine-grained as the categories for our BNAM book approval plan. We receive fulltext reviews from *Choice*, *LJ*, and *PW*. We also get review citations from the *NY Times Book Review*. We chose to have the reviews rough — sorted by LC class, so the four sources of reviews are all mixed together." Northern Illinois receives TIPS on floppy disks in the ASCII version twice a month. I asked Mr. Peters what particular needs TIPS meets for his library. He responded that "it's probably too soon to tell. I suspect that many of the books reviewed in these four reviewing sources probably already find their way into our collection, primarily through the approval plan. TIPS may serve as a safety net to ensure that we don't miss anything pertinent that is reviewed in any of the four [reviewing journals]. It may also serve well as a way to improve our collecting in the area of creative literature."

Mr. Peters describes the TIPS work flow as follows: "When I receive the diskette, I forward it to one of the systems people. He marks it up a little, then puts it up on our internal Web site. (I guess the hip word for this is 'intranet'). The subject specialist librarians then use their Web browser (Netscape) to access the site and scan and read the reviews. Because we have only two shipments (one month) of reviews up there now, it is too soon to tell how TIPS will fit into the selection work flow. TIPS may help the selectors to learn more about the books they already know about (and perhaps already have selected)."

According to Tom Peters, the ASCII version is hard on the eyes, and Brodart needs to improve the format so that libraries don't have to spend so much time cleaning it up. He also feels that "TIPS could become very useful for medium and large academic libraries if the number of review journals expanded to include more scholarly stuff. At this point, TIPS seems to be geared more toward public and school libraries." Northern Illinois hasn't yet decided if they will continue with TIPS after the end of their beta test agreement.

Morehead State University's Camden-Carroll Library (Morehead, Kentucky) has examined TIPS on a trial basis. Morehead State University, in northeastern Kentucky, is a regional public univer-

sity with 8,600 students. The Library has 377,000 volumes and 16 professional staff members. We first decided to try TIPS when we heard that it offered an opportunity to receive *Choice* reviews in an electronic format. Our Library has subscribed to *Choice* cards for decades, but the routing process takes so long that some things are well out of print by the time we try to order. So when we heard that we could get *Choice* electronically through TIPS, we envisioned a speedy distribution of subject-specific reviews to those involved in the selection process. Brodart sent us a small sample of *Choice* in ASCII format on disk, limited to just a few subjects in the area of science. I asked Brodart if they could break it into a separate file for each subject, but I was told that would require us to set up (and pay for) a new profile for each file. It took me several hours to clean up the file and break it into several narrower subject groupings. Incidentally, the subject headings used by Brodart are not those traditionally used by *Choice*, but some that are original to Brodart. As others have noted, the categories seem more appropriate for public and school libraries.

Until I worked with the sample, I had not realized how large the files would be. My original plan had been to email the subject lists to librarians and faculty, but I decided that faculty in particular would not like to receive such lengthy email messages, since some don't read their mail very regularly and are in perpetual hot water over taking up too much space on the campus computer. The sample lists from the sciences which I sent to several librarians were not nearly as large as literature or history lists would be, but most agreed that they would prefer cards over email, even for the shorter lists. The only person who liked the emailed list happened to get a list with just four reviews. We discussed the possibility of not routing the reviews and making them available centrally, but we did not think that would work well with our selection process. We are not using TIPS at the present time, although we haven't ruled it out for the future. I believe that it is a service with much potential, and Brodart seems interested in working with academic libraries to make it more attractive. If you are interested in giving Brodart some input, I suggest that you call.



Unique Identifiers: A Brief Introduction

Column Editor: **Sandra K. Paul** (President, SKP Associates)



by **Brian Green and Mark Bide**
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NB: *British spelling has been retained.*
— KS

Some overall considerations

In recent months, there has been an explosion in interest in and comment about methods of uniquely identifying “content” in the digital environment. In parallel, we seem to be faced with growing complexity in the arcane discussions surrounding the solutions to the various challenges which unique identifiers pose within the publishing community as a whole. This in turn has led to growing perplexity among those who are not intimately involved.

In this brief document, we seek both to explain some of the significant issues in the debate and to describe some of the standards, *de jure* and *de facto*, which are currently proposed. First, though, in case it is not immediately obvious, we should explain why BIC and EDItEUR are taking an active interest in the establishment of identifier standards.

Identifiers are critical to the successful implementation of all forms of electronic commerce. It would be impossible to imagine how any form of electronic ordering of books could have been successfully implemented without the universal acceptance of the ISBN. In the digital environment, as the realistic potential arises to trade in fragments of works smaller than the book or the journal issue, a similar universal system will become essential if any sort of trading in content is to survive. From our point of view, the debate on unique identifiers has far-reaching implications on many different areas of activity affecting our entire constituency — EDI transactions (including rights transactions); electronic tables of contents; bibliographic and product information; Copyright Management Systems. There are other issues which may be more limited in scope including, for publishers, their internal administrative and production tracking systems and, for libraries, aspects of bibliographic control.

A crucial debate - “intelligent” and “unintelligent” numbers

There is one theoretical issue which we need to discuss before moving to specifics. This is the crucial debate on whether a numbering system should adopt intelligent or unintelligent numbering. This is probably best described by reference to what an unintelligent numbering scheme is: this is a purely random number which can only be interpreted by reference to a central database; examining the number itself tells you nothing about the object which it identifies.

All other numbers have some degree of intelligence. Just how “intelligent” the number is another question. In our context, the most obvious example of an intelligent number is the ISBN. The first part of the ISBN identifies the country, language or geographic area in which the book was published; the second part identifies the publisher to whom it was issued. It is of course the case that the country in which an ISBN was issued is not a reliable indicator of the language of the book. It is equally true that when book lists are sold from one publisher to another, the original ISBN is often used for many years after the transaction has taken place. This is one of the key reasons why EDI in the book trade has depended to a considerable extent for its success on the “clearing house” exemplified by TeleOrdering, where the purportedly “intelligent” ISBN is compared against a complete database of numbers to test the veracity of the intelligence it carries.

There is another generalised criticism of the ISBN and similar “intelligent” constructs in the digital environment. Other interest groups, particularly authors’ groups, see them as being “publisher-centric,” failing to identify the underlying rights owners in the content. This may be largely irrelevant in a world where physical goods are being traded, where the necessity is to identify the source of those goods. It clearly becomes more crucial in the digital world where the publisher of the physical product may have no electronic rights or where rights originally owned by a publisher may have been transferred — or reverted to the author.

The trend in information technology in general is away from intelligent to unintelligent identifiers, and the reason is obvious. It is indeed hard to imagine a system where, in the long term, numbers with any real intelligence can be maintained as

a way of identifying content, particularly bearing in mind that the types of content to be described are not only those in which publishers have a traditional interest — text and graphics — but also encompass sounds and moving pictures, even computer code.

However, we have a problem which those who would wholeheartedly abandon all intelligent numbering systems immediately overlook at their peril. We have not yet entered the “information society”; we are only just approaching its threshold. Much of the content in which our real customers are interested is not available in digital form — and much of it may never be unless and until real demand is established. In the meantime, users will identify content by reference to physical manifestations of that content — printed sources. To facilitate this without ambiguity, it is essential to develop numbering systems which have a high degree of “affordance.” This rather curious technical term, which seems to spring from the definition¹ of “afford” meaning “to supply from its own resources,” in this instance describes the ability of the end user to construct a unique reference number from the physical product or from a bibliographic record. This must truly be an “intelligent” number.

In essence, we are convinced that there is no single answer to this debate on identification numbers and that attempts to seek a single solution are as likely of success as the search for the unicorn. On the other hand, we cannot support an uncontrolled proliferation of standards and quasi or would-be standards essentially seeking to answer the same problems. What we need to establish is the smallest possible number of universal standards able to answer the challenges of trading in digital content that we can currently identify.

What are we identifying anyway?

This question also goes to the heart of the debate from the publishers’ point of view, and it is essential to recognise the complexities which this issue creates. Publishers may be inclined to see the “work” to be identified as analogous to a book: it can therefore be identified in a similar way to that which the ISBN represents. However, that this does not hold good even for books can best be demonstrated by reference to literary classics: the ISBN of a particular edition of *Pride and Preju-*

continued on page 76

dice does not uniquely identify the content, simply a particular manifestation of that content. That manifestation may, of course, have unique features — in terms both of physical layout and of interpretation.

A similar problem exists in the world of music; there it has been vigorously tackled because of the multiplicity of rights issues which arise in performance, recording and broadcasting.

This further underlines another fact about identification schemes in a digital environment which the publishing industry will do well to recognise. The comfortable dividing lines between different types of content are fast disappearing which emphasises the need for close co-operation between different sectors of the broader "content industry". This may be difficult to achieve but it is essential. There is no room for rivalries or the "not invented here" syndrome. For example, there are many things which the publishing industry can profitably learn from the unique identification schemes which the international music industry is adopting and much to be gained from working to develop at the least a compatibility of approach to the same or similar problems.

Granularity

Among these may be ways of tackling the problem of uncertain granularity. To what level of detail does content have to be identified?

The ISBN identifies the whole book; the SICI identifies the journal issue and, appropriately extended, the individual article within the issue. This may be enough for some uses but is clearly inadequate for others. If we are to be able to identify all rights owners in a particular piece of content, that may require a far finer degree of granularity of identification, to the level of the individual illustration or quotation from another source. Similarly, if information is to be traded with customers at a level of granularity finer than the "chapter" or the "article", then publishers may have compelling marketing reasons for being able properly to identify and to keep track of what is being traded.

The level of granularity which may need to be identified becomes effectively arbitrary in a digital environment. This is another essential pointer in the direction of what will eventually be required from unique identification standards. It might suggest a requirement for relational identification where (like the SICI) smaller fragments are identified by reference to the larger "whole" from which they come, although this would have some drawbacks, not least in terms of the size and structure of the codes.

What do we need from unique identification systems for content?

Before we look at what is on offer, let us first then draw together what we see as the essential threads in our arguments as to what is required. We must first, though, reiterate that we do not believe that any single standard is capable of meeting all of our requirements; we will need to live with several "layers" of identification standards, certainly for the foreseeable future, possibly in perpetuity.

1) We need to be able uniquely to identify "content" for a number of different reasons. We can identify as a minimum the following:

- to facilitate the trading, between publishers and customers, of "fragments"² of larger works;
- to facilitate the trading, between publishers and other rights owners, of the rights in fragments of larger works;
- to facilitate the development of appropriate Electronic Copyright Management Systems, to control the use of, as



well as the rewards for, content distributed on networks;

- within publishing houses, and within consortia of publishing houses, to track pieces of "content" through the production process up to the point where they are combined into products.

2) In the longer run, we recognise that the argument about intelligent and unintelligent numbers is likely to come down in favour of the essentially random, unintelligent number — the only intelligence being incidental to mechanisms devised to ensure uniqueness. In the short run, though, we will need numbering systems with high degrees of "affordance" for certain applications.

3) Identification systems should make it possible to identify both the underlying content and particular manifestations of that content.

4) The granularity required for content identification will be different for different applications; for certain immediate requirements, identification to the level of the individual journal article or book chapter is adequate.

5) Publishers should not take a publisher-centric view of the development of standards, if they are to achieve universal acceptance. Not only do we have to take into account developments in other sectors of the content industry (music, film, TV), we cannot ignore the legitimate interests of others — both the creators and the consumers of the content which publishers supply as well as intermediaries in the information supply chain (such as libraries).

Current standards and initiatives

The Serial Item and Contribution Identifier (SICI)³

SICI, the Serial Item and Contribution Identifier, is ANSI/NISO standard Z39.56. Work on the standard began in SISAC, the US Serials Industry Systems Advisory Committee, in 1983. NISO took over the work as SISAC's request and the original standard was published by them in 1991.

This original version of the SICI, ANSI/NISO Z39.56-1991, established two levels of coding, a unique code for the identification of a serial title called the Serial Item Identifier and a unique code for individual contributions within a serial, the Serial Contribution Identifier.

SICI is currently widely used, mainly still at the item⁴ (i.e. issue) level, by subscription agents and libraries. It is an important element in EDI message transactions and is used in most library systems. It is represented in barcode form (the SISAC barcode) using the EAN128 symbology.

It has recently been significantly revised to make it more suitable for use at the contribution level in EDI, EToCS and as a component of Internet developments (URN).

The main changes are the introduction of a Code Structure Identifier for different uses, a Derivative Part Identifier (DPI) to identify fragments other than articles (e.g. tables of contents, index, abstract) and a Media Format Identifier (MFI) to indicate physical format. The DPI and MFI may be used in all SICI types (CSIs).

The new Code Structure Identifiers (CSI) are:

1) CSI 1, which includes chronology and enumeration but does not include the contribution data segment.

It is used mainly as the basis of the SISAC barcode and in EDI message transactions (e.g. price lists, orders, claims).

2) CSI 2, which allows for the inclusion of contribution identifier including location (page number), contribution title code (the first letter of the first six words of the title), as well as derivative part identifier and media format. It can be used to identify both paper and electronic articles as the location identifier is not re-

continued on page 77

Chaos from page 76

quired if there is no page information to record.

3) CSI 3, which is intended to accommodate locally-assigned identifiers such as PII or ADONIS numbers or a publisher's own internal number. It can be used for pre-publication items where the ISSN is known but not the volume or issue. Once published, it is expected that a document will be assigned a CSI 2 SICI.

One shortcoming of the SICI has been its confinement to serials. The imminent arrival of the 'BICI' (see below) will solve that. SICI is, however, unsuitable for use before publication if the contribution has not yet been assigned to a specific journal.

The Book Item and Component Identifier (BICI)⁵

A book version of the SICI, currently nicknamed BICI, has been drafted by Book Industry Communication with support from The British Library's BNB Research Fund. It is very closely based on the SICI, with the ISBN replacing the ISSN and with a number of other changes, either needed because of the different characteristics of books versus serials, or designed to make the code distinctive.

The code can be used to identify a part,

a chapter or a section within a chapter, or any other text component, such as an introduction, foreword, afterword, bibliography, index, etc. It can also identify an entry or article in a directory, encyclopedia or similar work which is not structured into chapters; an illustration, map, figure, table or other piece of non-textual content which is physically part of the item, or an enclosure which is supplied with but is not physically part of the item.

The Publisher Item Identifier (PII)⁶

The Publisher Item Identifier (PII) was agreed in 1995 by an informal group of Scientific and Technical Information publishers calling themselves the **STI group** and consisting of the **American Chemical Society, American Institute of Physics, American Physical Society, Elsevier Science and IEEE**. It was developed as an identifier for internal use and exchange between consortia partners. It was closely modelled on the Elsevier Standard Serial Document Identifier and the ADONIS number, both of which it has now replaced.

The STI group defined their requirements for an identifier as follows:

- 1) Format (presentation) independent: relates to semantic content.
- 2) Capable of extension to describe differing manifestations or expressions of the same document.

3) Identifier is unique to a document; a document has a unique identifier.

4) Easy to generate and use.

5) Determined by, and generated by, the originator of the published item (i.e. the publisher).

6) Not restrictive. Able to accommodate many publication item types.

7) Serves only one purpose. Does not carry any "compulsory" explicit meaning other than that of unique identification.

8) Compatible with (not in conflict with) existing related standards.

It was also considered vital that the identifier could be generated at a very early stage, possibly before the article to be identified had been allocated to a specific journal.

In addition to the STI group of publishers, the PII has been adopted by **Springer** and some other primary publishers as well as by their secondary databases including **Chemical Abstracts, EMBase, INSPEC and ADONIS**.

The PII is a string of 17 alphanumeric characters comprising one character to indicate source publication type, the identification code (ISSN or ISBN) of the publication type (serial or book) to which the publication item is primarily assigned; (in the case of serials only) the calendar year (final two digits) of the date of assignment

continued on page 78

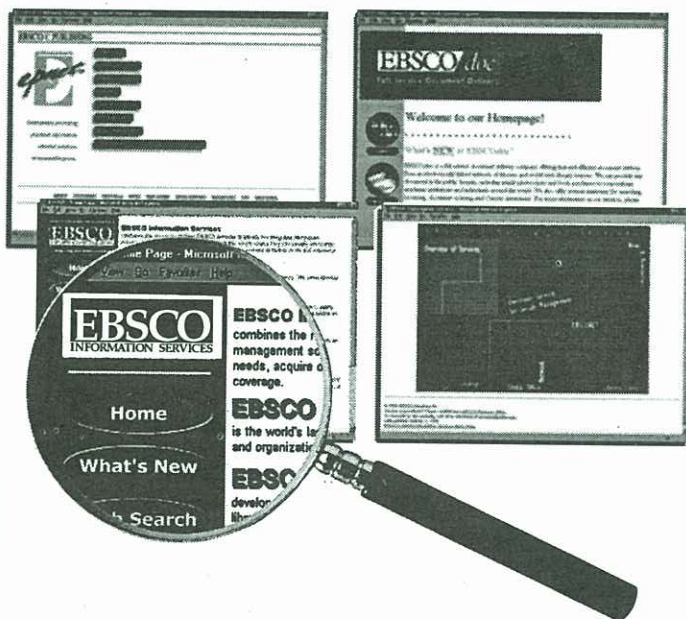
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(this is not necessarily identical to the cover date); a number unique to the publication item within the publication type and a check digit.

The PII is a 'dumb' number with no intrinsic meaning. The ISBN and ISSN are used as a part of the number but simply to ensure uniqueness. The PII can only be assigned by the publisher and has no affordance (i.e. it cannot be 'reconstructed' from a published article). The STI group have made it clear that they will not assign PIIs retrospectively. There is to be no central registry of numbers.

It thus seems clear that although the PII is well designed to track publication items throughout their life cycle, it is unsuitable for use in ordering or claims transactions, requests for permissions or as an aid to finding published articles. It is therefore essential that any publisher using the PII is also able to accept and deal with SICIs.

The Common Information System (CIS) and the International Standard Work Code (ISWC)

The music industry and community of authors' societies have some particularly complex copyright management requirements and have devised a *Common Information System* (CIS) designed to integrate and standardise a number of key databases outlined below. Initiatives are directed by the **International Confederation of Authors and Composers' Societies** (CISAC) and the **International Federation of Phonograph Industries** (IFPI).

The *Compositeur, Auteur, Editeur* (CAE) number currently identifies the creators and publishers of music and literary texts. It is an entirely 'dumb' number which is to be extended to encompass all CISAC repertoires including visual, audiovisual and plastic arts, and renamed as an Interested Party (IP) number.

The *International Standard Music Number* (ISMN) identifies the published edition of printed music.

The *International Standard Recording Code* (ISRC) identifies individual sound recordings (such as make up the music tracks on CDs).

The *International Standard AudioVisual Number* (ISAN) is a new joint development of CISAC and the film producers group AGICOA, which identifies individual audiovisual works such as film or television programmes in a similar fashion to the ISRC.

The cross-industry *EAN/UPC article number*, which can also be expressed as a barcode, is used to identify the carrier of the recorded music (e.g. the CD, tape cassette, etc.).

The *International Standard Work Code* (ISWC) identifies the musical composi-

tion itself, rather than the printed or recorded expression of the work.

The ISWC is a recent development, successfully piloted for music in the first half of 1996, and it has been suggested that it could be extended to cover literature and visual arts as well as music. The ISWC, originally ten characters, has now been extended to eleven. The first character is, for the music world, the letter 'T' (for tune) followed by a unique nine digit number and a check digit. One or more single letter prefixes could be allocated to the literary and visual arts community. The **International Federation of Reproduction Rights Organisations** (IFRRO) has expressed its intention to adopt the ISWC 'L' for literature as the way in which they will identify literary works.

ISWC is a 'dumb' number which cannot be reconstructed from the actual work. Its level of granularity is arbitrary and it can therefore be assigned to any fragment that needs to be uniquely identified (e.g. separate ISWCs for a whole opera and an aria within that opera).

Doubts have been expressed about the capacity of the system, but the extension of the number has gone some way towards allaying fears concerning its adequacy. ISWC appears to be a complementary and not a competitive initiative to those of the book and serials publishing industry.

Internet developments. Uniform Resource Names (URNs), Persistent Uniform Resource Locators (PURLs) etc.⁷

The success of the World Wide Web owes much to the standardisation of *Uniform Resource Locators* (URLs), which, however, identify specific locations rather than documents and, as users will be aware, are subject to change.

The **Internet Engineering Task Force** (IETF) has been working for some time on the development of a system for *Uniform Resource Names* (URNs), designed to persistently identify actual information resources rather than their Internet locations. A number of proposals have been developed but none has yet found widespread support.

An intermediate proposal developed by OCLC, who have devoted considerable time and resources to this issue which they regard as of prime importance, is the *Persistent Uniform Resource Locator* (PURL). Instead of pointing directly to an Internet location, a PURL points to an intermediate resolution service which maintains a database linking the PURL to its current URL and returning that URL to the user client, similar to the use of email aliases. In this way, references expressed as PURLs should remain viable as long as the resolution service continues to operate.

OCLC operates its own PURL service

but is distributing the PURL source code in order to promote the widespread use of the system. PURL is universally regarded as a major step towards controlling the current proliferation of identifiers on the Internet

The Digital Object Identifier (DOI)⁸

The *Digital Object Identifier* (DOI), being developed for the **Association of American Publishers** (AAP) by **RR Bowker** and the **Corporation for National Research Initiatives** (CNRI) is both an identifier and a routing system. It is a URN-compatible system similar in concept to the PURL (see above), designed to provide a persistent way of identifying and linking to electronic documents and their constituent parts.

The originally assigned DOI never changes, even on change in ownership of the document or object. The new publisher simply advises the maintenance agency for the DOI of the change in ownership and the original DOI (once authentication is received from the original publisher) would 'point' to the new owner.

At its core is the 'handle' system developed by the CNRI which uses a directory to link the permanently assigned DOI to the URL containing the object in question. The CNRI routing service is based on powerful servers in Reston, Virginia which are mirrored in California and Spain.

The DOI is a two-part identifier whose first part indicates numbering agency and publisher. The latter could be the Interested Party (IP) number used in the music industry's Common Information System (see above). The second part of the number, following a backslash, is a publisher assigned 'item ID'. This could be assigned at any level of granularity the copyright holder or assignee may deem appropriate.

Technically, the system allows the second part of the identifier to be any alphanumeric chain unique to an individual publisher. Since, however, paper and electronic editions will often coexist in parallel, it would seem sensible for publishers to use similar numbering systems for both. This would seem to indicate adoption of ISBN- and ISSN-based identifiers such as BICI and SICI.

Originally proposed as a copyright management system, with the DOI, possibly embedded in a digital object, routing a query to the copyright owner who returns a standard response screen of bibliographic and copyright information, the DOI clearly has much wider applications and, indeed, early demonstrations have concentrated on use of the DOI to connect the user directly to a document on the Internet.

A high level joint committee of the **International Publishers Association** and the STM group of publishers is monitoring the DOI and intends to issue recommendations for its global adoption in April.

continued on page 85

Innovations Affecting Us

Hot Wired — News Services to the Desktop

Column Editors: **Norman Desmarais** (Providence College) <Normd@Brownvm.brown.edu>
and **Judy Luther** <jluther@earthlink.net>

by **Judy Luther** <jluther@earthlink.net>

INTRODUCTION

Recent library and online conferences have included a growing number of exhibitors who offer news services electronically delivered via the Web directly to the computer screen. Desktop news services are evolving and expanding rapidly from the corporate environment to the consumer market.

Although the academic library may not be involved in the decision to acquire a desktop news service for university administrators, acquisitions librarians will want to be conversant with industry trends, the major players and the evolution of these services. It looks like the next step in the progression from ownership (housed locally), to access (just-in-time acquisition), is delivery of specific information to end users displayed unbidden on their screen.

New entrants, such as **PointCast** and **NewsCast**, function as distributors and they broadcast information acquired from aggregators and content providers. Aggregators, who are established in the corporate market, such as **NewsNet**, **Datetimes**, **Profound** and **NewsEDGE**, profile business and financial information which they deliver through corporate email platforms or more recently, Web based services. **Lexis-Nexis** and **Dialog**, as traditional databases, have offered alerting services for many years.

Content providers, such as **Reuters** and **Dow Jones**, supply information directly to corporate clients, Web publishers, aggregators and distributors. The explosion of access to the Web offers new opportunities and provides the incentive for "coopetition" where companies who compete in some areas will cooperate in others, i.e.: **Reuters** delivers their own news alert service while making their database available through aggregators.

This article offers an overview of the changes taking place and a synopsis of the key players who have been delivering customized business information services to corporations as well as the broadcast providers who are distributing news.

POINTCAST in CA

PointCast is the first Internet broadcast network that delivers up-to-the minute news and information free to anyone with access to the Internet. PointCast is pioneering Smart Screen technology which automatically begins running the PointCast Network when a viewer's computer is idle, turning their computer screen into a dynamic source of information.

The end user selects news from content providers who serve as either sources or aggregators of information. An Internet broadcaster rather than a Web-based company, PointCast serves as a distribution channel, partners with information providers and offers customized data which is available free as it is supported by advertising.

Content for PointCast includes national and international news,

stock information, industry updates, weather from around the globe, sports scores, etc. from sources like *Time*, *People* and *Money Magazine*, **Reuters**, **PR Newswire**, **BusinessWire**, **Sportsticker**, **Accuweather** and **CNN**. Some local newspapers are included, such as the *LA Times*, *New York Times*, *Boston Globe*, *San Jose Mercury News*.

There are three products which PointCast provides: 1) world public news broadcast over the Internet via the PointCast network free to users; 2) an I-Server to corporations which saves on network traffic and delivers internal company news over private intranets; and 3) specific vertical industry news broadcast via business-to-business extranets with Community Cast Networks.

Targeting CEOs and executive level decision makers, PointCast's pitch is — "Don't wait 'til tomorrow morning to find out what happened today. Don't let your office be a cave." Since being introduced last year, PointCast exploded on the scene with a million users signed in the first nine months for

their service. Individuals are asked for demographic information (such as age, gender, zip code) useful to advertisers rather than their name and address for reasons of privacy.

With the rapid growth of multiple subscribers within a company, it is more efficient to have a local onsite server to reduce network traffic. The PointCast I-Server is offered for a one time fee of \$999 and allows companies to incorporate their own news: HR updates, news releases, competitive initiatives, company policies and product announcements. Electronic distribution of this data can reduce printing and production costs while presenting information so **WavePhone** that it will be seen and read. Employees can click on a headline, activating a channel viewer and view the full story or hotlink to a URL

from the fulltext of an article.

Corporations have the option of providing access to industry specific news that is selected and broadcast as part of Community Cast Networks for professionals in vertical industries, such as health, government, real estate, education. The concept of an "extranet" represents news of interest to people across a profession and complements the world news and company information being distributed.

PointCast Incorporated was founded in 1992 to provide current news and information services to viewers and corporations via the Internet and corporate intranets. The Company's flagship product, the PointCast Network, can be downloaded for free at <<http://www.pointcast.com>>. The Company has received more than \$48 million to date in funding from venture capital firms, strategic media and technology companies. Top management at PointCast is comprised of former executives from **Adobe**, **Oracle**, **Lotus** and **Ziff-Davis Publishing**. PointCast can be found on the Web at <<http://www.pointcast.com>> or call them at 408-253-0894 with questions. They are located in Cupertino CA and have 170 employees.

continued on page 80

Coopetition: cooperative competition



NEWSCAST in AZ

Introduced by **WavePhone** in 1993, **Newscast** offers newsfeeds distributed to corporate information via email, groupware such as Lotus Notes or Exchange and via the company Intranet. Users can access Newscast via their Web servers and set up personal profiles with the results delivered via email.

Newscast offers timely competitive information such as earnings reports at the same time as they are available to Wall Street and at lower cost, since WavePhone owns the broadcast network. Content includes the **Associated Press**, **DowVision**, **Knight-Ridder Tribune Business News**, **Comtex**, **Ziff-Davis Wire**, and more than 600 sources. Companies pay for each channel based on the approximate number of users.

As a broadcast network provider, **WavePhone** is a vendor partner with **PointCast**, supplying the channels they offer. In addition to supporting their own **NewsCast** product, WavePhone provides broadcast data to **Desk Top Data** for their **NewsEDGE** product. Further examples of cooptation.

In 1990 in WavePhone bought **Mainstream Data** which had pioneered the broadcast of data ten years ago and is the leading operator of data broadcast networks and equipment in North America and the leader in wireless transmission of real-time news and information. Located in Phoenix AZ, Newscast employs 50 of the 150 staff at **WavePhone** and can be found on the Web at <<http://www.newscast.com>> or contacted at 602-952-5500.

NEWSNET in PA

Customizing business information for corporations, **NewsNet** alerts users to coming trends before they appear in the popular press by providing access to in-depth business periodicals. NewsNet has offered a searchable business database for more than 15 years to corporations and they are particularly strong in the electronics and computer industry, and in the fields of energy, the environment, financial, international, publishing, health care management, broadcasting and telecommunications.

Known for the timeliness of its information sources, NewsNet covers more than 40 industry areas and offers access to the fulltext of more than 1000 newsletters, newswires, magazines and specialized business publications such as *American Banker*, *Bond Buyer*, *Defense Daily*, *Education Daily*, the *Financial Times*, *Health News Daily*, *Newsbytes*, as well as business references such as *Dun & Bradstreet*, *Standard & Poor's* and *TRW Business Profiles*.

Subscribers can perform retrospective searches or create a current awareness profile, via NewsNet's Windows-based interface called **Baton** or via their new Web interface. **NewsFlash**, their personalized clipping agent, is recognized as flexible and robust for ease of retrieval. It matches a customized profile against more than 22,000 articles entered into the database each day. When a user signs on, they are notified of the name of the folder and the number of new articles available so they can scan the headlines and decide whether to review the results in full, kwic (keyword-in-context) or in a preview format.

Beginning in 1997, **NewsNet Smart-mail** delivers the results of searches via an interactive email, which enables the user to hotlink from the headlines to the fulltext. This interactive email feature offers the convenience of retrieving complete articles without exiting the email system.

Subscriptions to NewsNet on the Web begin at \$19.95/month or a full year for \$219.45. There is a special rate for colleges and universities which offers unlimited access from the library for business school and library school students and faculty.

NewsNet was founded in 1981 by **William L. McLean III** (who had owned a Philadelphia newspaper) and **John Bushmer**. NewsNet is located in Bryn Mawr, PA and can be found on the

Web at <<http://www.newsnet.com>>. To inquire about their service call 800-952-0122 in the US and or Canada 610-527-8030.

NEWSEGE from Desktop Data in MA

NewsEDGE products integrate real time newswire, newspaper, newsletter and magazine stories directly with customer networks. Profiles which are defined by each user, monitor the fulltext of a story from more than 560 news sources. The database is searchable by fulltext, by subject, by ticker symbol or with artificial intelligence techniques.

NewsEDGE/WEB provides customized news profiling and searching via standard Web browsers over company Intranets. Personal and group views can be completely customized and are not limited to pre-defined categories. **LinkEDGE** enables hypertext links from external news stories and internal news wires to Intranet or Internet content such as SEC Edgar filings from **Disclosure, Inc.** and **Indepth Data**.

More than 600 content providers are included, such as the **Associated Press**, **Disclosure**, **Dow Jones**, *Financial Times*, *First Call*, *Forbes*, *Fortune*, **Knight-Ridder**, **New York Times** news service, **Nikkei**, **Reuters**, the *Wall Street Journal* and others.

Founded in 1988 by **Don McLagan**, Desktop Data's mission is to provide news useful to busy people at work throughout an enterprise. In 1992, they offered a server-to-server capability for providing filtered, integrated news sources into customized **Lotus Notes** applications and email. Located in Waltham MA, they employ 158 people and can be found on the Web at <<http://www.desktopdata.com>> or via phone at 800-255-3343.

DATATIMES in OK

DataTimes offers business and financial information to corporate libraries. Last year DataTimes was acquired by **UMI**, which offers a broad content base of newspapers, newswires, business journals, broadcast transcripts, and dissertations available online through **ProQuest Direct**, **EyeQ** and **DataTimes Online**.

EyeQ and **DataTimes Online** provide access to more than 5200 business news and information sources totaling more than 55 million documents. The database contains extensive local, regional, national and international newspapers, newswire reports, business articles, broadcast transcripts, financial and company reports, financial market reports, and investment results.

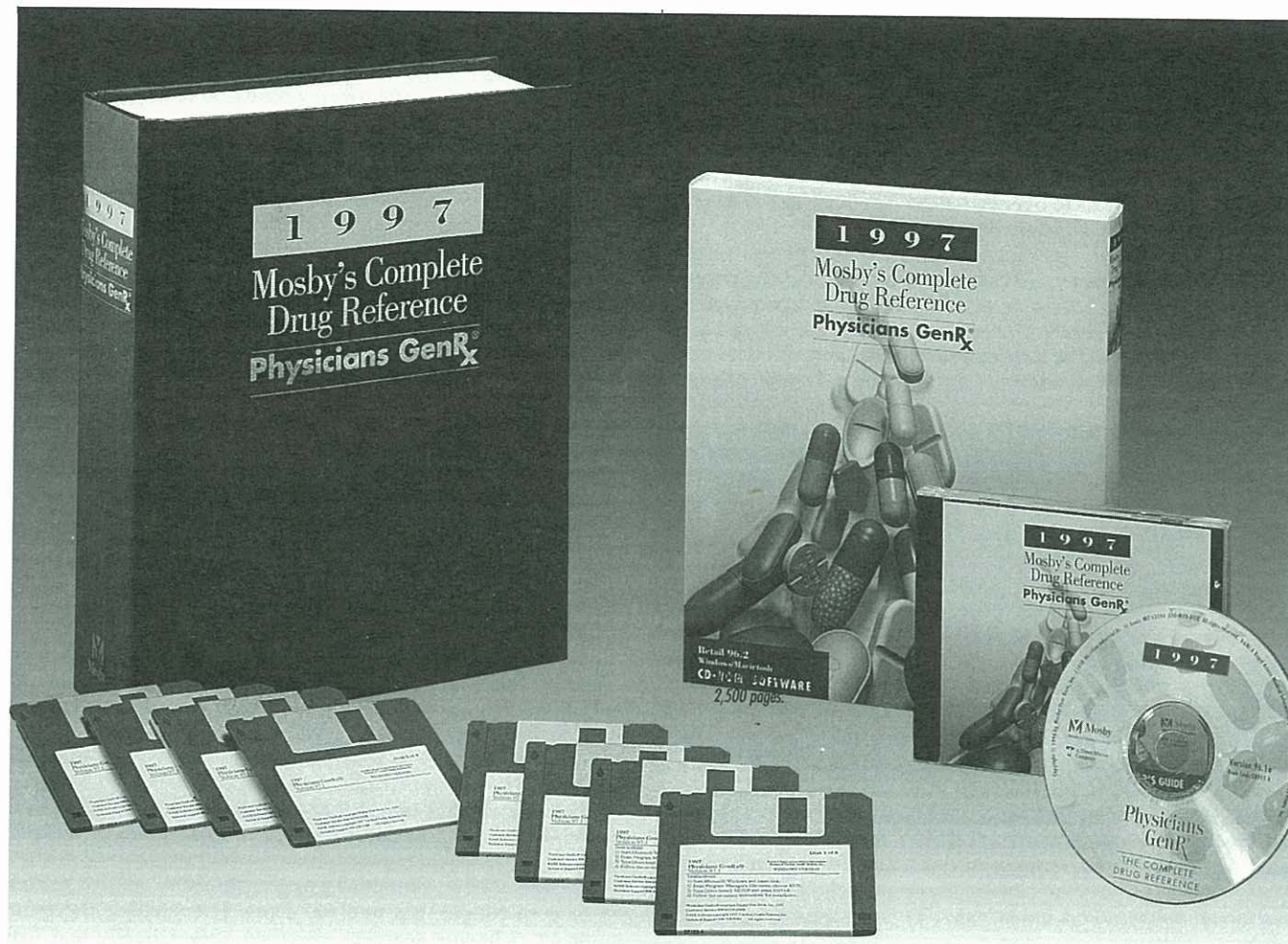
EyeQ functions as an electronic clipping service and delivers news alerting and stock price graphing via email. Users can choose to have the fulltext or headlines of clipped articles and reports delivered to their email soon after it has been added to the DataTimes EyeQ Network. EyeQ can be configured to be simultaneously accessed on a company's local area network (LAN).

Over the years, DataTimes grew by providing archival library services to newspapers and business information services to corporate libraries. UMI acquired DataTimes for its content, distribution channels and technology complement to the ProQuest Direct online service.

ProQuest Direct recently received the **Information Industry Association's (IIA)** "Hot Shots" award as "The Best Professional Online Product" for 1996 while EyeQ received an IIA award the previous year as a leading online product. In 1997, UMI will combine "the best of both worlds" for ProQuest Direct and EyeQ to give both DataTimes and UMI customers the ability to access combined content from both services with a single product. However, customers will be able to choose between two different interfaces: a powerful one for the professional researcher or a more basic interface built for the knowledge worker.

Product information about DataTimes, which is located in Oklahoma City, OK is available via the Web at <<http://www.datatimes.com>> or by phone at 800-642-2525. Additional information about UMI is available at <<http://www.umi.com>>.

continued on page 82



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PROFOUND in NC

Introduced in 1995, **Profound** is the Web-based software which provides access to over 20 newswires (such as the **Associated Press**, **Knight-Ridder**, **Kyodo News**), 4,000 newspapers, magazines and trade journals and more than 40,000 market reports (such as those from **Frost & Sullivan**). **Profound** permits searching multiple databases simultaneously and provides access to portions of market reports which can be viewed with **Adobe Acrobat™**. The user can search the table of contents of the market research report and pay only for the applicable sections.

The proprietary **Infosort™** search system provides accurate search results by enabling staff to qualify terms, i.e.: **Sprint** as a telecommunications company rather than sprint as a race to run.

Profound™ Livewire is the alerting service which enables users to establish a profile specific to an individual company, sector or topic. Alerts appear as a flashing icon on the screen and can be posted to as many people within an organization as necessary without additional charge.

Profound is owned by M.A.I.D. (**Market Analysis and Information Database**) which was founded by **Dan Wagner** in 1985 to provide better access to information needed in the corporate market. The U.S. Headquarters recently relocated from NYC to Cary, NC. **Profound** can be found on the Web at <<http://www.profound.com>> or contacted by phone at 888-809-6193.

DIALOG from Knight Ridder Information, Inc. in CA

Dialog, the first commercial online service, has offered an alerting capability for many years which delivers search results via local email. From the citation, customers can request the full document delivered via email, fax, FTP, first class mail or overnight.

Today **KRI** offers over 450 databases on **Dialog** and another 200 different databases on **DataStar**. The content is clustered into 12 industries: news and media, business and finance, intellectual property, government and regulation, technology, energy and the environment, medicine, pharmaceuticals, chemicals, food and agriculture, social sciences, and reference. These can be searched by database or by 100 subject categories such as business statistics, newswires (such as **AP**, **Reuters**, **PR Newswire**, **Federal News Service**).

Business Base, introduced in 1995, focuses on providing business professionals a Windows-based search capability that does not require knowledge of formal search strategies. Information can be searched in four categories: the company, market, product or topic. The update feature automatically executes searches and presents the results when the user signs on. Reports selected can be mailed or faxed.

DialogWeb is being introduced this spring and offers a Web-based interface to classic **Dialog** and will deliver the search results directly to the customer's email.

In its 25th year of operation, **Dialog** was founded by **Roger Summit** in 1972 as the first commercial online service as part of the **Lockheed Missiles and Space Company**. **KnightRidder** acquired **Dialog** in 1988, and the European online service, **DataStar** in 1993, followed by **Article Express International** for document delivery. **CARL UnCover**, the first table of contents service, was added in 1993 and also offers an alerting service.

KRI is located in Mountain View, CA, and can be found on the Web at <<http://www.kriinfo.com>> or reached by phone at 800-334-2564.

LEXIS-NEXIS in OH

NEXIS began in 1979 and offers workers over 7100 sources of news and business information such as *The New York Times*,

The Washington Post, *Fortune* and *Business Week*. Over 100,000 articles are added each day from worldwide newspapers, magazines, news wires and trade journals.

As a searchable database, **LEXIS-NEXIS** offers customers various levels of searching from Boolean to natural language based on their expertise. Searches are designed to meet a variety of information needs such as: company financial information, industry news, marketing information, people or products in the news.

AnswerPak is a Web-based interface focused on specific professions and designed to guide marketers, journalists, financial analysts and sales professionals through the search, source selection and document delivery options. Designed as a search service for the archival database, it also serves as an electronic clipping service where searches are repeated daily, weekly or monthly as specified by the customer.

Three other services focus on delivering current information via email. **Publication TRACKER** serves as a table-of-contents alerting service. **LEXIS-NEXIS Tracker** offers customized searches of news and business information. **InfoTailor** offers profiles which are controlled by the end user and can be modified as needed with the results delivered via email.

LEXIS-NEXIS began as the **Data Corporation** in 1966 and was bought by **The Mead Corporation** in 1968. Today they are owned by **Reed-Elsevier, Inc.** and employ 4500 staff. You can find **LEXIS-NEXIS** on the Web at <<http://www.lexis-nexis.com>> or reach them by phone at 800-227-4908.

SUMMARY

There are several trends that are emerging with the growth of Web-based services and the creative application of technology.

The sale of news services by aggregators and content providers to corporations has evolved from 1) searching databases online to 2) having searches executed automatically and then delivered by internal email (such as to 3) providing delivery over the Web. These database providers are making business intelligence available to their users through new distribution methods.

PointCast has introduced a revolutionary concept by converting the real estate occupied by a screen saver to a source of useful information — from flying toasters to headline news. Companies are adopting this technology to deliver industry specific news combined with their own company announcements to their staff.

This "push" approach to delivering information is funded by advertisers who can use this medium to learn how many people actually click on their ad and look at their Web site — feedback not available from print or TV ads. A free news service is attractive to many consumers and businesses who are OK with advertising and flashing headlines on their screens. Some users find the approach distracting and prefer a more relaxing use of their screen space and time.

Internet service providers are beginning to offer customized Web pages that display information (news, sports, weather, stock reports) selected by the user when they sign on. The February 24th issues of *Business Week* has a special report on Webcasting which summarizes the players, including **AOL**, **Microsoft**, **Netscape** and their planned introductions later this year.

Academic institutions will be able to select services designed for professionals in vertical markets (such as education, business, health) for their administrators, faculty and staff. These will be available from content providers such as **Reuters**, aggregators such as **NewsNet**, Webcasters such as **PointCast** and software vendors such as **SilverPlatter** who offer multiple databases under one interface. Decisions about the delivery of customized information over the Web via emails or directly to screens will be made by someone at the university and librarians may want to help evaluate the options. 🌿

Nouvelle Cuisine

The Windows95 of Change

by Nancy K. Dennis (Interim Director, Library Technology Dept., University of New Mexico General Library, Albuquerque, NM 87131-1466.);
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Early in 1996, the UNM systems departmental staff discussed the option of purchasing new computers with the Windows95 (Win95) operating system rather than the familiar Windows 3.xx (Win3.xx). Win95 had been introduced late in 1995 and horror stories were circulating on the difficulties of migrating to the new Windows environment. We concluded that we were not prepared to support yet another computing platform. (We are supporting more than 500 devices on an Ethernet network ranging from 286 DOS PCs to the latest Pentium PCs plus a sprinkling of Macs.) Besides, few applications were written for Win95 and our campus computing department was not yet supporting it. We did decide to purchase a few copies of Win95 for testing and staff training. In just a few months, it has become clear that we will reverse that decision. We will be making the move to Win95 very soon. What has prompted this change in such a short time and why is there is such a rush to embrace Win95?

OCLC announced its future plans and time lines for desktop software and telecommunications enhancements in "Maps to 21st century access show how to avoid technological obsolescence," <<http://www.oclc.org/oclc/new/n224/feat.htm>> and in the *OCLC Newsletter*, November-December, 1996, No. 224.) They now recommend Pentium-based PCs with 32 MB RAM memory, 1 GB hard disk, CD-ROM drive, SVGA monitor, and Windows 95. OCLC's future software applications will be based on Microsoft's 32-bit operating system environment for Win95 and Windows NT. Consistent with Microsoft's future plans, OCLC expects to end system support of DOS and Windows 3.11 (Windows for Workgroup) in 1997. Support for OCLC's DOS-based software applications (Passport/ILL/CAT ME for DOS) will end by January 1998. The expected transition from OCLC's proprietary telecommunication networks (multi-drop and X.25) to a standard TCP/IP protocol network and PPP dial-up access will be phased in starting in 1997. The time lines

may slip, but these are dramatic announcements which will have serious impact on the library computing community. Must-reading for all library systems departments and library managers.

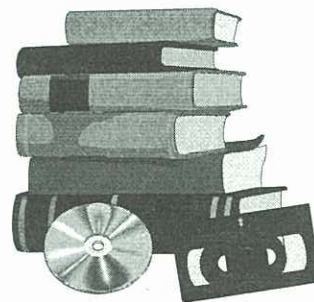
As if feeling the squeeze from software vendors isn't compelling enough, hardware vendors are entering the fray. Soon after the release of Win95, PC hardware vendors offered the choice of Win95 or Win 3.11 at the time of purchase. As of January 1997, Windows 3.11 is no longer an option on an average 166 MHz Pentium desktop model from a major direct purchase hardware vendor. This may not be true across the board of all hardware vendors and all models, but the hand writing is on the wall.

Another hardware related issue is the amount of RAM required for Win95. Back in 1995 they (Microsoft) specified 8 MB of RAM as a minimum requirement. Reality has set in and now they suggest a minimum of 16 MB of RAM. Our real world tests show 32 MB RAM is much more robust for true applications in a multi-tasking environment. For example, a cataloger is looking at a full text PDF-formatted electronic journal through the **Adobe Acrobat Reader** in one window and a Web-based local OPAC record is being displayed through **Netscape** in another window. In a third window is an active connection to OCLC displaying a full MARC record. An edited local record is just a cut-and-paste away. Sound far fetched? That is just the kind of computing environment that OCLC and other library vendors are planning for. Fortunately the price of RAM memory has decreased. We are in the process of upgrading all 486 or faster PCs to a minimum of 16 MB of RAM memory in anticipation of running Win95. How realistic it will be to load Win95 on a 486 processor will remain to be seen. We don't expect the fastest response times, but hopefully we can extend their useful lives by dedicating the 486 PCs to special applications and avoid the high end multi-tasking applications. Time and patience will tell.

Check with your library automation vendor. Chances are all new software development will be designed for the Win95 platform. We are an **Innovative Interfaces, Inc.(III)** library automation site. We are planning a major hardware and software upgrade this summer. Included in that transition is the expected purchase of the III's **Cataloger's Workstation** desktop software. Surprise, it will require Win95.

There are many more examples of key and exciting applications that are designed for the Win95 operating system; Netscape Gold, MS Office 95 and 97, Adobe Photoshop and PageMaker, the list goes on. I have just made the move to Win95. It is an adjustment, but the road was/is not too bumpy. Be assured, that someday soon Win95 will be coming to a desktop near you. 🐾

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Papa Lyman
from page 68

is located in the Detroit building which also houses Gale. *Who's Who In America*, 1996, indicates that Fred has another office in Florida. ...

Then there is **Greenwood Publishing Group Inc.**, founded in 1967 as **Greenwood Press, Inc.** in New York City and moved to Westport, CT, a few years later. *A Guide To Book Publishers' Archives* (BISG, 1966) lists a **Greenwood Press (San Francisco)** crediting one **Jack Stauffacher** with pertinent papers dating 1956-58. This is not *the* **Greenwood Press**. A search of the "Directory of Publishers" in H. W. Wilson's *Cumulative Book Index 1953-1956* and *1957-58* lists **Henry Greenwood Co.** of London as the only other company using this name. The Greenwood we are interested in is a very important publisher of scholarly books which are held in all academic library collections. This company's founders were **Harold Schwartz, Harold Mason** and **Herbert Johnson**. I knew **Harold Mason** as a librarian and as a rare book dealer. **Herbert Johnson**, son of **Walter J. Johnson**, a cofounder of **Academic Press**, and I were well acquainted during his early publishing days at Academic. In 1975 Herbert founded **JAI Press**, Greenwich, CT, publisher of professional titles many of which are marketed to academic libraries. In view of the above, I am convinced that the archives of **Greenwood Publishing Group** would be essential to any reader, so I telephoned **Robert Hagelstein**, president of Greenwood. I first met Bob, as I recall it, pool side in the sweltering heat of Las Vegas during the 1971 ALA meeting. He was at that time v.p. of marketing. **Nora Kisch**, a **Charleston Conference** alumna, has been VP and director of marketing for the past several years. In 1973 Bob was made president of the com-

pany and has guided it most competently under several ownerships, the present one being **Reed Educational & Publishing Co.** Greenwood has absorbed several important scholarly publishers, including **Bergin & Garvey** and **Praeger Publishers**. I remember a pleasant talk with Jim Bergin at a PSP dinner in the 1970s when meetings were held at the very comfortable Absecon Country Club on the Jersey shore. Greenwood has archival material on **Bergin & Garvey** ...

Another prominent publishing name is **Frederick A. Praeger**. No history of publishing in the 20th century could be complete without Fred Praeger, probably among the most versatile, enterprising persons ever to be connected with our industry. *Who's Who In America*, 1992/93, tells us that Fred was at one time a jewelry salesman (I never heard that from his lips in the many talks we had, but I am not one bit surprised). Here are some of his many accomplishments and activities in addition to Praeger Publishing, with no chronological order attempted: **Phaidon Press**, London; **Pall Mall Press**, London; founded **Westview Press**, Boulder, Co; on the faculty of U.S. Army General Staff School, Ft. Leavenworth; with U.S. forces in Frankfurt-am-Main after WW II. Here are some noteworthy publishers who worked with Fred: **Mary E. Curtis**, **Patrick Bernuth**, **David Replogle**, **Lynne Riener**, **Matthew Held**. In his mid-seventies he was still an avid runner. I recall that at a **Society for Scholarly Publishing (SSP)** annual meeting in San Francisco, Fred was scheduled to give a speech, which he almost missed because his daily "run" had taken longer than anticipated ... By now, Dear Reader, you may be wondering what happened to **Greenwood Press**. You must understand that the mere mention of FAP throws anyone who knew him clean off the track. Getting back to archival sources, **Bob Hagelstein** reports

that Greenwood does have some Praeger archives ... I wouldn't be surprised if **Patrick Bernuth**, now vice president and general manager of **Congressional Quarterly** (see above), Washington, might have information where Praeger archives may be found. Patrick was at Praeger during the **Holt, Rinehart and Winston** ownership. Another former proprietor of Praeger Publishers was *Encyclopedia Britannica*, but I doubt if this is an archival source. This is long way off the mark of making suggestions as to the whereabouts of archival material. I really didn't intend to get side-tracked on **Frederick A. Praeger** or the various publishing companies bearing his name. I can only hope that some ambitious younger person will take on the task of writing a book on the subject. And in the meantime, I will plead remembrance of publishing past ...

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Send ideas by **June 30, 1997**, to **Barbara Dean**, Technical Operations Center, 4000 Stringfellow Rd., Chantilly, Va 22021. Phone (703) 222-3139; fax (703) 222-3135. Internet: <bdean@leo.vsla.edu>.

Chaos
from page 78


Conclusions

More than 6 months have passed since we published the first version of this review which achieved gratifyingly wide circulation. Much has happened in the intervening period. The BICI has moved from being purely an acronym to a draft specification. The DOI has been demonstrated, conceptually at least, in Washington in February.

In our first edition of this paper last September we were unable to recommend a best buy; we are still unable to do so unequivocally. However, we are optimistic that the DOI may turn out to have the necessary attributes to provide many of the key requirements of a universal solution for the identification of digital expressions of content. Much will depend on the detail of developments during the rest of this year and the results of live studies with real applications. We are particularly concerned to see how current discussions on the syntax rules of the identifier progress.

However, we remain doubtful that even the DOI will be a solution which comprehensively meets all requirements for unique digital content identification. For the foreseeable future at least, publishers' systems will need to be able to handle

multiple (and overlapping) identification of the same content. This is not perhaps as troubling as it may appear at first sight — publishers and their trade customers have for many years been familiar with identifying their products by both a number (the ISBN) and a brief description (author and title).

The concern which we had when we wrote the first edition of this paper was the apparent risk of unnecessary proliferation of identification standards. This problem appears to be receding as different groups meet to seek consensus and discover that the issues we have in common are much more significant than the issues which divide us. It remains extremely important that the issues involved in identification of digital content are discussed as widely as possible. 

The authors would like to thank the following colleagues for their encouragement, assistance and contributions both to this text and to the ongoing work on unique identifiers:

Julia Blixrud, Association of Research Libraries

John Dowd, OCLC Europe

Norman Paskin, Elsevier Science Ltd

Carol Risher, Association of American Publishers

Godfrey Rust, Mechanical Copyright Protection Society

ENDNOTES

¹Familiar enough in the 1662 *Book of Common Prayer*, but not exactly common in current usage!

²Whether these fragments are individual articles or chapters or some other, more arbitrary, division of content.

³The draft text of the revised SICI standard can be found on <<http://sunsite.Berkeley.EDU/SICI/>>.

⁴It should be noted that although SICI regards 'item' as a single issue, PII uses 'item' to mean a fragment of that issue.

⁵Draft available on <<http://www.bic.org.uk/bic/bici>>.


⁶Publisher Item Identifier as a means of document identification. 1995. <<http://www.elsevier.nl/info/epstand/pii.html>>.

⁷PURL has its own home page on <<http://purl.oclc.org>>.

⁸The DOI home page is <<http://www.doi.org>>.

Back Talk
from page 86

that "deals" are made public and open to scrutiny. This runs contrary to much of what has been common practice between providers and consumers, especially as new products are rolled out and new markets explored.

What will be the result of all of this? Will the consortia get their way? Will the publisher/vendor community play along or will they seek to divide and rule? Based upon what I saw in St. Louis, and my own experience in a variety of new consortia, I think consortia are here to stay. I am not sure if the hopes of some to get the per-unit costs of information down to nearly nothing will occur, but I do think they will be able to guarantee to their members the right to the lowest possible price, to get access to new features without additional costs during the life of each license agreement, to get digital publishers to acknowledge the principle of "fair use," and to get publishers to take serious the need to provide ongoing access to their content independent of their own corporate survival. These are new days for new players in search of new solutions to new and old problems. 

ADVERTISERS' INDEX

- | | |
|---------------------------|-------------------------------|
| 9 ACADEMIC PRESS | 48 CASALINI |
| 64 ACCENTS | 46 COUTTS |
| 43 ACCESS | 52 EASTERN BOOK |
| 17 AIP | 77 EBSCO INFORMATION SERVICES |
| 7 AMBASSADOR | 83 EMERY PRATT |
| 59 AMIGOS | 60 EUROPEAN BOOK CENTER |
| 29 AMS | 41 GREENWOOD |
| 19 ASCE | 23 INFORMATION QUEST |
| 34 ASHGATE | 2 JAEGER |
| 27 ASME | 65 MAJORS |
| 5 ATG | 11 MCGRAW-HILL |
| 47 AUBREY BOOKS | 88 MIDWEST LIBRARY SERVICE |
| 49 AUX AMATEURS DE LIVRES | 25 MIT PRESS |
| 33 BAKER & TAYLOR | 81 PHYSICIANS GEN RX |
| 87 BLACKWELL | 45 READMORE |
| 3 BLACKWELL NA | 51 SCHOENHOF |
| 67 BOOK HOUSE | 15 SWETS |
| 35 BRODART | 21 YBP |
| 13 CARL CORP. | |

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Back Talk

Consortia Mania

by **Anthony W. Ferguson**

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In early February I represented one of the several consortia of which Columbia is a part, the **New York Comprehensive Research Libraries Consortia (NYCRL)** at the Consortium of Consortia meeting held in St. Louis. Representatives of the largest library consortia in the United States, contracting for digital forms of information, and the publishers and vendors of such products came together for three days to exchange information. In general, vendors and publishers made presentations and library consortia representatives asked questions and made statements.

I was tempted to discuss the meeting in terms of gladiators, lions, and Christians because of the level of drama and blood-letting (warning: hyperbole!). But I decided this would be politically incorrect and the participants might not agree who played which role. What I will do in the space available is to share my impressions with you of the larger consortia issues discussed or later generated for discussion, without attempting to summarize each vendor's presentation. This is a shame in a way since their talks were very interesting and informative. Most of you, however, have heard what they had to say when you visited their exhibits at Midwinter ALA.

There was jostling for position. It seemed fairly clear to me what the library consortia crowd wanted. They want to be accorded special treatment because of the size of the business they represent. They wanted to be heard on licensing issues. They wanted cheaper prices for each unit of information purchased.

It was less clear what the publisher/vendor community wanted or how they were going to achieve their goals. They clearly wanted more business and understood that digital consortia can help them get it. They seemed to hope that consortia will streamline the license agreements, that consortia will help share in training costs and will serve as buffers when problems emerge, and perhaps even collect all the members' money and pay in one big check. But it was also clear they lacked a clear model of how to realize these objectives.

Prominent among the consortia were state-wide groups that epitomize the potential for new markets and new revenues. In New York, for example, we have a new coalition of state agency, public, K-12 school, special non-profit, community col-

lege, academic and research libraries emerging under the auspices of the New York Office of Government Services. This group was separately represented at the St. Louis meeting. As early as 1992-93 more than 35 million dollars was spent by New York's 9,717 libraries on database access services. We are not sure what this figure has grown to now, but we know that it is sky rocketing. New York's state-wide consortia and like groups expect attention and the publishers and vendors appeared willing to give it.

The focus of much of the meeting was how to price their products for consortia. While thorny pricing issues are not unique to consortia, because of their volume, the consequences of error on the part of consumers and providers are significant. While bonuses for batched business is the name of the game, the rules of how to figure these bonuses is unclear.

Based upon stated or estimated high volume levels, consortia want special fixed-fees for unlimited usage, for a large number of simultaneous log-on's or for a high volume of transactions. But it appears to be an inexact science in every case. At the present time we seem to have more questions than agreed upon answers:

- * Should fixed fees for unlimited usage be based upon the total number of users, the size of existing library materials budgets, the number of sites, the number of terminals that will be used by the library's patrons, or as an add-on percentage for the cost of the printed products?

- * Are all full-time-equivalent (FTE) users the same? Even if we agree that public library users and K-12 users shouldn't be charged the same as research library users, how should we factor in the relative availability of technology at each library location?

- * How does a consortium figure out how many simultaneous log-on's it needs and what constitutes a simultaneous log-on? Are Web simultaneous log-on's the same as Telnet log-on's?

- * Similarly, if the basis for charging is on the basis of a transaction, what is a transaction? Some say it should be the achievement of a desired outcome like a citation while others want to charge every time the return key is pressed.

These and other pricing issues are all tough to resolve. I think negotiating skills workshops will take the place of serials



cutting workshops — however, they seem to be inextricably linked in a pernicious sort of way.

There are also a whole host of other non-price related issues that consortia and the publisher/vendor community have to solve:

- * Government-based consortia have non-price, non-content political agendas that have to be contended with. In New York, for example, we have a law that requires all contractors to verify that if they do business in Northern Ireland they will not discriminate in their employment practices. In most states equal opportunity laws must be followed.

- * Since consortia want to aggregate all of their buying power irrespective of the mode of delivery, they may want the provider to separate content and delivery costs so that they can work with publishers to get the best price.

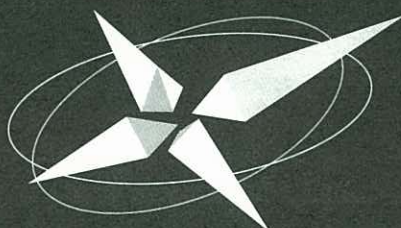
- * Requirements that the software be Year 2000 compliant. Consortia cannot risk being held liable by their members for overlooking the possibility that the provider's software will not be fully functional on January 1 in the year 2000.

- * Security issues to insure that persons outside a consortium do not use the providers content without paying their fair share of the costs. The severity of security issues involving a single institution are magnified many times over when worked on in the context of 50 or 500 different libraries.

- * Consortia cannot be cavalier in the monitoring of provider performance. They have to figure out what to ask for and vendors have to decide how to charge for it so that both sides feel satisfied.

- * Because of "Freedom of Information" laws, public consortia must insist

continued on page 85



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